



FOR IMMEDIATE RELEASE

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Sweet Peas Support the Market

Davidson Farmer's Market Kicks off 2011 Pea Pod Campaign

(Davidson, NC) June 13, 2011 – The Davidson Farmer's Market has kicked off the 2011 Friends of the Market Pea Pod Fundraising Campaign. The campaign's goal of \$2,500 will help to continue the year-round market's mission to offer residents and visitors access to fresh local food and the ability to communicate directly with the people who grow and make it.

"The Davidson Farmer's Market is a wholly community-supported farmer's market," said Courtney Spear, Market Manager. "We are not funded by the North Carolina Department of Agriculture or local municipalities, so we rely heavily on the generous support of our corporate and individual donors."

Ms. Spear estimates that it costs about \$625 to run each of the 40 markets held year-round. The funds raised will help to cover the costs to replace damaged tents, purchase new cooking demonstration equipment and cover the day-to-day expenses of operating a year-round market.

Each person who makes a donation is encouraged to write their name on a pea and add it to the whimsical hand painted pick up truck that will be on the display at the Market through the end of the month.

As a thank you, the Market is offering donors incentives including t-shirts, aprons and bumper magnets. To make a donation, please visit the Friends of the Market Pea Pod table on Saturday or send an email to info@davidsonfarmersmarket.org.

For more information on the Market, farmers and upcoming events and to sign up for the weekly email newsletter, visit www.davidsonfarmersmarket.org/newsletters or www.facebook.com/davidsonfarmersmarket.

ABOUT DAVIDSON FARMER'S MARKET

The Davidson Farmer's Market, Inc. is a year-round, producer-only market located next to Davidson Town Hall between Main and Jackson Streets. The Market operates every Saturday from 8:00 am - Noon in April through October and bi-weekly in November through March. The support of the following sponsors make the 2011 season of the Davidson Farmer's Market possible: DavidsonNews.net, Wooden Stone Gallery, FlatIron Kitchen + Taphouse, MI-Connection, JJ Wade Agency, Davidson Lands Conservancy, Lake Norman Realty, John Marshall Custom Homes, Little fish Marketing, McIntosh Law Firm, Edmund Morgan Massage School, Mayes, Wilson and Associates, Campagna Café, Lake Norman Embroidery and Screen Printing, Cocoon Salon, Bragg Financial, Home Careolina, North Carolina Medical Specialists Prudential Carolinas/Mary Lib Richards and Julie Lopez, Lake Norman YMCA, Davidson Family Medicine, The Cycle Path, Main Street Books, Lake Norman Chamber of Commerce, 'Cats on Main, Baybridge Management, Ingersoll Rand, PostNet Davidson, Downtown Davidson, Inc., Davidson Village Inn, Davidson Chocolate Company, Our Town Cinemas, PiEs - Project for Innovation, Energy and Sustainability, Sandy and Rex Kragh and Family, Know Your Farms, LLC, Triple Play Farm, The Stewart Group, Smarthinking PR and The Village Store. For more information, visit www.davidsonfarmersmarket.org.