NEWS RELEASE

FOR IMMEDIATE RELEASE

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PENN STREET MARKET ANNOUNCES PLANS FOR 2016

READING, PA (March 10, 2016) - Penn Street Market has announced plans that will offer expansion in 2016, celebrating the 250th Anniversary of the deeding of a market created “For The People, By The People.”

Penn Street Market will open on June 2, 2016 and run for 18 consecutive weeks on Thursdays until September 29, 2016. New hours of operation will be 10 AM- 2 PM. The market will continue at the Penn Square location, starting on the NW corner of 5th & Penn and include the 400 block of Penn Street.

This season the Penn Street Market will see an expansion with the awarding of the Farmers Market Promotion Program grant from the USDA. ReDesign Reading CDC hosts the Penn Street Market, as a project of the Regional Reading Food Policy Action Council.

“We are very pleased with the revitalization of Penn Street Market,” said ReDesign Reading’s Food Systems Director Lucine Sihelnik. “Our historical seasonal market will continue in 2016 with the proud tradition to unite local farmers, artisans, and restaurants with the Greater Reading Community members. This year, our theme will be, Celebrating 250 years: A Market For the People, By the People, to reflect our proud heritage of the 1776 deed created by the sons of William Penn. This proclamation created the Penn Street Market in Penn Square for the citizens of Reading.”

The 2016 Penn Street Market expansion will feature:

• $10,000.00 grant from Hawley and Myrtle Quier Fund of Berks County Community Foundation toward hosting 4 Night Markets, 5-9 PM, on First Friday’s (June-September) in partnership with Reading Arts Initiative.

• Expansion of local farm vendors, artisan food craft, local restaurants and new local artists & craft vendors.
• $25,000.00 grant match from Hawley and Myrtle Quier Fund of the Berks County Community Foundation: Dollar for dollar match up to $25,000.00 of funds raised through donations of the Penn Street Market's GoFundMe campaign and sponsorships. Donations can be made at any level of support by visiting www.gofundme.com/pennstreetmarket.

• Partnership with the Downtown Improvement District to expand the Penn Street Market, once a month, at downtown events in October, November and December.

The following community partners generously support Penn Street Market:
Title Presenting Sponsor: Berks Country
Hawley and Myrtle Quier Fund of the Berks County Community Foundation
Reading Downtown Improvement District
Reading Arts Initiative

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ABOUT
Penn Street Market supports local food systems, engages healthy community initiatives and fosters economic development in Reading, PA.

We aim to: promote food access in the City of Reading; strengthen food systems by connecting local farmers to consumers and stimulating our local economy; and cultivate a thriving seasonal event through free entertainment, education, and community programming to engage all community members.

ReDesign Reading serves as a catalyst to transform livability in Reading, PA. Utilizing an asset-based approach, we identify underutilized resources and match them with social entrepreneurial energy. We are reinventing economic development by employing strategic innovations in the great neighborhoods of Reading.