



FOR IMMEDIATE RELEASE

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**PITTSBURGH DOWNTOWN PARTNERSHIP
MOVES MARKET SQUARE FARMERS MARKET TO NEW DAY
AND LOCATION IN RESPONSE TO COVID-19 CRISIS**

- **TEMPORARY LOCATION IN PARKING LOT AT 11TH STREET AND WATERFRONT PLACE**
- **LARGER FOOTPRINT FACILITATES IMPLEMENTATION OF PUBLIC SAFETY PROCEDURES**
- **SUNDAY SCHEDULE AND CENTRAL LOCATION PROVIDES INCREASED ACCESSIBILITY**
 - **MARKET OPERATES SUNDAYS FROM 9AM-1PM, STARTING MAY 17**

Downtown Pittsburgh – The Pittsburgh Downtown Partnership announced that the Market Square Farmers Market, made possible with support by *Green Mountain Energy* and *PNC*, will reopen at a new date and time and in a temporary location. Traditionally held on Thursdays, the 16th season will begin on Sunday, May 17 in a parking lot at 11th Street and Waterfront Place. The larger footprint enables social distancing, while providing improved access for farmers and the diverse group of patrons that the market historically attracts.

Operating on Sundays from 9am – 1pm, the rain-or-shine Market offers regionally grown produce, organic products and small-batch foods from a reduced number of approximately 20 vendors. On opening day, the Western Pennsylvania Conservancy in partnership with the Pittsburgh Redbud Project will also continue its annual tradition of giving away thousands of reclaimed daffodil bulbs and redbud saplings. The Conservancy is distributing bulbs that were removed earlier this spring from planters around Pittsburgh on a first-come, first-served basis as long as supplies last.

Admission to the market is free. Limited free parking is also being made available thanks to the support of The Buncher Company, which owns the property, and Alco Parking, which manages parking facilities throughout Pittsburgh.

The challenges placed upon events like the Farmers Market during the COVID-19 crisis have necessitated shifts in usual event planning with a dramatically increased focus on safety. The PDP collaborated with the Allegheny County Health Department (ACHD) and a local Farmers Market Manager Forum to identify and implement best practices and public health guidelines for both vendors and the public. Limitations will be placed on the number of shoppers in line and in the market overall, and protocols enforced for safe handling of products. Online preorder and prepayment are highly encouraged with a list of participating vendors available at: DowntownPittsburgh.com/FarmersMarket, where consumers can also find updated information on restrictions and policies based on the latest ACHD guidance.

“Our Downtown Market provides an essential service both for the public and farmers, who need to sell perishables in real time,” said Jeremy Waldrup, President and CEO of the Pittsburgh Downtown Partnership. “Given the ongoing crisis, reinventing the Farmers Market at a new time and location allows us to safely provide a great community benefit while also addressing social distance and safety concerns.”

The PDP will operate the Market in the 11th and Waterfront location for at least two months. Traditional Market Square operations may also return as well, once conditions make it viable.

COVID-19’s impact on Downtown has been the focus of most recent PDP initiatives, including the highly successful Gift Card Give Back program which has provided more than \$200,000 in economic impact for small businesses affected during the crisis. Online COVID-19 support resources have also been widely distributed, and the PDP Clean and Outreach Team has continued to play a vital role in safely maintaining Downtown streets.

About the Pittsburgh Downtown Partnership

Pittsburgh Downtown Partnership (PDP) is a dynamic, nonprofit organization comprised of business and community leaders, property owners, civic organizations, foundations and residents who provide energy, vision and advocacy for Downtown Pittsburgh. Working collaboratively with its partners, the PDP strives to create a positive Downtown experience for residents, workers and visitors alike. The PDP's strategic initiatives include clean and safe services, transportation, and economic development and advocacy. For more information, visit www.DowntownPittsburgh.com, follow us on Twitter at <http://twitter.com/downtownpitt> and "like" us on Facebook.

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