



FOR IMMEDIATE RELEASE

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**PITTSBURGH DOWNTOWN PARTNERSHIP'S
MARKET SQUARE FARMERS MARKET REOPENING JULY 16TH**

- **MARKET WILL RESUME WEEKLY OPERATIONS ON THURSDAYS FROM 10AM-2PM, STARTING JULY 16**
- **SINGER/SONGWRITERS PROVIDE WELCOME ADDITION TO OUTDOOR SHOPPING EXPERIENCE**
- **11TH STREET AND WATERFRONT PLACE MARKET WILL CONTINUE ON SUNDAYS THROUGH JULY 26**
- **HEALTH & SAFETY PROTOCOLS REMAIN TOP PRIORITY**

Downtown Pittsburgh – The Pittsburgh Downtown Partnership announced that the 16th season of the Farmers Market, made possible with support by *Green Mountain Energy* and *PNC*, will be reopening its usual location in Market Square on Thursday, July 16. The market has been operating in a parking lot at 11th Street and Waterfront Place since May 17. That location will remain active on Sundays through July 26.

The Market Square location will operate on Thursdays from 10:00 a.m. – 2:00 p.m. rain-or-shine through October 29, 2020. Live music performances from singer/songwriters will welcome visitors shopping for regionally grown produce, organic products, and small-batch foods from a reduced number of vendors. Admission to both markets is free.

The early implementation of health and safety measures at the 11th and Waterfront location has provided a well-considered open air environment for vendors and visitors alike, and those precautions will continue at the Market Square location. Increased spacing between vendors, line-length limitations, social distancing requirements, and other safety protocols for safer handling of products will remain a top priority. Market Square Park Ambassadors have also been activated to answer questions and to ensure safe practices are maintained. Limited seating configurations will be available in a socially-distanced configuration and the area will remain closed to traffic during the day.

“We’re excited to be able to safely reopen the Farmers Market back in Market Square at its usual day and time,” said Jeremy Waldrup, President and CEO of the Pittsburgh Downtown Partnership. “Besides being an essential service for the Downtown community, this activation provides a great benefit to vendors impacted by COVID-19, an outdoor opportunity for safer engagement, and a chance to increase the vibrancy back in the heart of Downtown.”

Online preorder and prepayment remain 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.

COVID-19’s impact on Downtown has been the focus of most recent PDP initiatives, including the recent street ‘reimagining’ project that provides outdoor seating opportunities for Downtown businesses, a project which also included Market Square. The Gift Card Give Back program created by the PDP has successfully provided almost \$300,000 in economic impact for small businesses affected during the crisis, along with safety communications efforts and support resources being widely distributed. The PDP’s Clean and Outreach Teams continue to play a vital role in the ongoing safety and maintenance of 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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