



NEWS RELEASE

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NEW CAPITOL RIVERFRONT MARKET OFFERS FRESH PRODUCE AND LOCALLY PREPARED FOODS

Washington, DC (April 19, 2010) – The new Capitol Riverfront Market, offering fresh produce and locally prepared foods, will open Thursday, May 6th and operate from 3 pm to 7 pm weekly through November at the intersection of New Jersey Ave., SE & M St., SE, adjacent to the Navy Yard Metro (New Jersey Ave exit). Entrance to the market is on M St., SE.

Every Thursday, the Capitol Riverfront will transform into a festive marketplace with over ten local farmers and vendors selling fresh fruits and vegetables, breads and baked goods, herbs and spices, pickles, olive oil, jams, honey, desserts, flowers, prepared foods and more. The fresh food market is presented by the Capitol Riverfront Business Improvement District and Diverse Markets Management, in partnership with The Donohoe Company.

"The goal of this new market is to feature fresh produce and locally prepared foods, create awareness of local specialty products, and emphasize the importance of supporting local farmers," explains the market manager, Mike Berman. "The Capitol Riverfront Market will be the perfect place to buy items for a fresh summer dinner, or for packing a picnic to take to Thursday outdoor movies in Canal Park and to a Nationals baseball game."

The first 50 customers to attend the farmers market on Thursday, May 6th will be given a \$5 off coupon for any purchase at the market. Coupons will be handed out at the entrance to the market.

Learn more about the neighborhood at www.capitolriverfront.org. Farmers and producers can apply to participate in market at info@diversemarket.net or 202-543-3370. More information on DMM is available at www.DiverseMarkets.net. Information on Donohoe Company is available at www.donohoe.com