



14 South First Street  
Yakima, WA 98901

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## **MEDIA ADVISORY**

### **FOR IMMEDIATE RELEASE**

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## **Downtown Yakima Farmers Market Moves to the new Rotary Marketplace**

(Yakima, WA ) – The Downtown Yakima Farmers Market (DYFM), presented by Solarity Credit Union, will be moving to its new home, the Rotary Marketplace, this Sunday, June 25<sup>th</sup>, open 9 a.m. to 1 p.m.

“This is a historical moment for the market and the Downtown Association of Yakima. To have a place to call home for the market is special as not all markets get that opportunity,” indicated DYFM Manager, Yvette Lippert. “I’m excited for the move, especially since this Sunday is scheduled to be Kids Day where we have various organizations come in with activities for kids. Having those few extra vendors will allow me play around with the layout. I have no doubt it will take a couple weeks for myself and our 50+ vendors each weekend to find the new groove.”

For opening day, DYFM will be introducing their new program called ‘Veggie Vallet’ proudly sponsored by Washington Broadband. There will be 5 small and 5 large wagons available for shoppers to use to help carry their purchased products. “Shoppers can find these in a central location in the market, and bring them back when they are done,” informed Yvette.

“Washington Broadband is proud to sponsor wagons that patrons can use to help gather market purchases, and have a special community feature at the new facility.”,

said Forbes Mercy, President – Washington Broadband, INC. “By participating in this program, we're not only making your shopping experience more enjoyable, but we're also reducing the use of plastic bags and promoting sustainable practices. Together, we can make a positive impact on our environment.”

Although DYFM is moving into the new Rotary Marketplace, construction is not 100% complete. “There is still landscaping to conclude, installation of lights and other various small projects on the property; however, these won't affect the market from opening this Sunday in the new space,” said John Baule, the Downtown Association of Yakima Treasurer and project lead on the new Rotary Marketplace. “Plus, on top of it all we're still looking to raise an additional \$250,000.” If you are interested in donating to help with the completion of the Rotary Marketplace, you can contact John Baule through the Downtown Association of Yakima office at 509-571-1328.

DYFM operates every Sunday from 9 a.m. to 1 p.m. through October 22. The 2023 season is presented by Solarity Credit Union and sponsored by Heritage Bank, Washington Broadband, Tree Top, Stokes Lawrence, Stephan Media Group, Essencia Artisan Bakery, Yakima Valley Community Foundation, Pacific Northwest University, and friends of the market. Banner Bank proudly sponsors the SNAP Market Match program providing added value to those residents using DSHS' Supplemental Nutrition Assistance Program or SNAP for short. DYFM is also an authorized farmers market for those who receive Women Infants & Children (WIC) and Senior Farmers Market Nutrition Program (FMNP) funds provided June thru October by DSHS and other authorized healthcare providers.

For young people or those young at heart, DYFM will have special Kids Day activities the last Sunday of each month and last day of market with Halloween costume contests and more. In addition, DYFM will feature live music weekly and celebrate the National Farmers Market week (August 6-12, 2023) on August 6. To encourage more people to pay attention to climate issues, DYFM will also celebrate Drive Electric Day on October 1.

Downtown Yakima Farmers' Market (DYFM) is a community farmers market in the heart of downtown Yakima, Washington. DYFM is administered by the [Downtown Association of Yakima](#). The Market provides an outlet for Washington State's farmers, specialty food producers, artisan and craft makers, food preparers, and entertainers to sell directly to the consumer. The Market encourages pedestrian activity in the urban core, provides improved access to agricultural education and fresh produce, and creates a festive weekly gathering place during the agriculture growing season.

DYFM is proud member of the Washington State Farmers Market association.

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