



South Milwaukee Christmas Markets Planned for Dec. 3 and 10

40+ Vendors, Music And More Coming to Caterpillar

SOUTH MILWAUKEE (Nov. 16, 2011) – Following a successful third summer season, the South Milwaukee Downtown Market is holding a pair of indoor Christmas Markets at Caterpillar on back-to-back Saturdays in December.

The markets are planned for Dec. 3 and 10 inside Caterpillar’s Heritage Building and museum, 1970 10th Ave. Hours are 10 a.m. to 3 p.m. both days.

The events will feature more than 40 regular market vendors – and some new faces – selling arts, crafts, organics, baked goods and other specialty items. Live Christmas music from local acts that played the summer markets is also planned.

The newly remodeled and expanded Bucyrus History Museum, located inside the Heritage Building, will also be open during both markets, giving customers a chance to experience this one-of-a-kind South Milwaukee attraction.

“We’re really excited to bring this event to Caterpillar, and we thank them for their partnership,” said South Milwaukee City Clerk and market co-founder Jim Shelenske. “Our 2010 Christmas Market was a huge success, and we’re only going to build on that success with our two markets this year.”

The market is just the latest example of the market’s partnership with Caterpillar and, previously, Bucyrus International.

Caterpillar allows the market use of one of its employee parking lots on Thursdays during the summer, which has allowed the event to grow into one of the largest farmers’ markets in the area, often with more than 60 vendors each week. Bucyrus also donated a small piece of its parking for the market's permanent sign in 2010.

“We’re excited to host the Christmas Market again this year,” said Luis de Leon, Vice President of Mining Products at Caterpillar. “We are committed to the communities where we do business, and joining with our neighbors on events like this is one way to help build a better, stronger community.”

Summer Market Dates Announced

South Milwaukee Downtown Market officials have also announced that they are adding one week to their summer schedule for 2012, and starting earlier.

Markets will be held from 3 to 7 p.m. every Thursday from May 24 to Oct. 11 on and around 11th Avenue south of Milwaukee Avenue. This is the earliest the market has opened since its inception in 2009, and the 21-week season is its longest to date.

“One thing we hear from our vendors and customers is that they wish the market would open sooner, so we’re doing that in 2012,” said South Milwaukee Alderman Erik Brooks, a market co-founder. “The more we can get people coming downtown every week to enjoy this great event, the better it is for our city center, and our city.”

Vendors interested in selling at the market should visit the market website for applications, rules and other important information.

About the South Milwaukee Downtown Market

Area residents looking for a unique shopping experience travel to downtown South Milwaukee, where they find an eclectic mix of merchants selling fresh fruits and vegetables, baked goods, flowers, art, jewelry and other local goods. They also find a sampling of area restaurants, live entertainment and special events as part of what is a true destination for families, foodies and everyone in between. It’s a simple yet ambitious vision – one that the South Milwaukee Downtown Market has achieved ever since it launched in July of 2009. Located on 11th and Milwaukee Avenues near the heart of the South Milwaukee city center, the Downtown Market has grown to become one of the largest in the area with more than 60 regular vendors and hundreds of regular customers. It is operated by a committee of local residents, business owners and city and civic leaders that all have the same goal in mind: find new ways to breathe new life and instill new energy in downtown South Milwaukee.

South Milwaukee Downtown Market

www.smdowntownmarket.org and on Facebook, Twitter and YouTube

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