



# South Milwaukee Farmers' Market Begins Fourth Season on May 24

*Gardening Expert, Author Melinda Myers is Opening Night Guest*

SOUTH MILWAUKEE (May 9, 2012) – Nationally recognized gardening expert and author Melinda Myers will help the South Milwaukee Downtown Market take root this summer, as she appears at the market's outdoor season debut on Thursday, May 24.

The market is located on and around 11<sup>th</sup> Avenue, south of Milwaukee Avenue, in the heart of South Milwaukee's city center. Hours are 3 to 7 p.m. each Thursday through October 11 – a 21-week run.

More than 60 regular vendors are expected throughout the year selling produce, organics, arts, crafts, baked goods, prepared foods and other specialty items. Weekly live music and other special events are also planned as the market enters its fourth year.

Myer's appearance kicks off the season, as she does gardening demonstrations, holds a question-and-answer session and meets her fans. Myers, who has more than 30 years of horticulture experience, has written more than 20 gardening books and hosts nationally syndicated "Melinda's Gardening Moment" segments that air on nearly 100 television and radio stations across the U.S. and Canada.

"We're really excited for our fourth season – and just as excited to welcome Melinda Myers to the market," Downtown Market Chairman Bob Pfeiffer said. "Special events like these, and our great lineup of vendors, help set our event apart."

The South Milwaukee Downtown Market continues to grow and is now the largest between Milwaukee and Kenosha. Highlights for 2012 include:

- Some exciting new vendors, including an expanded prepared food lineup, perfect for those seeking a bite to eat after work;
- Weekly live music from a variety of local acts, as well as three special concerts sponsored by the South Milwaukee Performing Arts Center;
- The return of three South Milwaukee Groovy Movie Night outdoor movies the first three Thursdays of August; and
- Other special events like the Sept. 6 Health Fair sponsored by South Shore Family Chiropractic and the Oct. 11 Fall Family Festival.

The market also has expanded weekly use of the Caterpillar parking lot adjacent to 11<sup>th</sup> Avenue, giving the market up to 30 additional vendor stalls for future growth.

“We continue to grow, and we couldn’t do it without the support of our vendors, customers and local partners,” said Jim Shelenske, South Milwaukee’s city clerk and co-founder of the market. “Our success has been a team effort.”

There is still space available for vendors, and those interested in selling should visit the market website for applications, rules and other important information.

Fees remain unchanged from 2011 at \$300 for the full season – less than \$15 per week. Electricity is available, among other vendor amenities.

“Led by our first-rate vendor lineup, our fourth season will be our best,” said South Milwaukee Ald. Erik Brooks, who co-founded the market. “Our momentum is real.”

#### **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.

#### **About Melinda Myers**

Nationally known gardening expert, TV/radio host, author & columnist Melinda Myers has more than 30 years of horticulture experience and has written over 20 gardening books, including **Can’t Miss Small Space Gardening**, **Month-by-Month Gardening in Wisconsin**, and **The Garden Book for Wisconsin**. She hosts the nationally syndicated **Melinda’s Garden Moment** segments which air on nearly **100 TV and radio stations** throughout the U.S. and Canada. She is a columnist and contributing editor for **Birds & Blooms** magazine and writes the twice monthly “**Gardeners’ Questions**” newspaper column. Melinda also has a column in *Gardening How-to* magazine as well as *Wisconsin Gardening* magazine. Melinda hosted “**The Plant Doctor**” radio program for over 20 years as well as seven seasons of **Great Lakes Gardener** on PBS. She has written articles for **Better Homes and Gardens** and *Fine Gardening* and was a columnist and contributing editor for *Backyard Living* magazine. Melinda has a master’s degree in horticulture, is a certified arborist and was a horticulture instructor with tenure. Her web site is [www.melindamyers.com](http://www.melindamyers.com).

---

#### **South Milwaukee Downtown Market**

[www.smmarket.org](http://www.smmarket.org) and on Facebook, Twitter and YouTube

Erik Brooks ... Phone: 414-841-8901 or [erikbrooks32@yahoo.com](mailto:erikbrooks32@yahoo.com)

Jim Shelenske ... Phone: 414-651-2221 or [jim@southmilwaukee.org](mailto:jim@southmilwaukee.org)

Bob Pfeiffer, Market Chairman ... Phone: 414-768-8195 or [Bob.Pfeiffer@mcfls.org](mailto:Bob.Pfeiffer@mcfls.org)