



FOR IMMEDIATE RELEASE

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Night Market Philadelphia returns to West Philly on August 14

Night Market Lancaster Ave. @ 35th St. brings food trucks, live music and 15,000-plus festival-goers to one of Philadelphia's most vibrant, diverse and growing neighborhoods

WHEN: **Thursday, August 14**
6-10 pm, FREE admission

WHERE: **Lancaster Ave. @ 35th St.**
Philadelphia, PA 19104

WHAT: Night Market Philadelphia will return to West Philly on **August 14** for **Night Market Lancaster Ave. @ 35th St.**, hosted by **The Food Trust** in partnership with the **People's Emergency Center (PEC)**. The roving street food festival celebrates the city's diverse food scene and encourages festival-goers to explore their own neighborhood – or discover a new one. Night Market is sponsored by **Green Mountain Energy** and **Visit Philadelphia** and is supported in part by the **Philadelphia Department of Commerce**.

"Our second-ever Night Market was in University City in 2011, and we're thrilled to be back in West Philadelphia for Night Market number 15," says The Food Trust Executive Director **Yael Lehmann**. "The Lancaster Avenue corridor is the central hub of one of our most vibrant, diverse and up-and-coming communities, making it the perfect example of why we choose the neighborhoods we do."

The **15th installment** of Night Market will bring 15,000-plus festival-goers to lower Lancaster Avenue. "We are excited to add Night Market to our calendar of activities along the Lancaster Avenue corridor, and we invite newcomers to join us for an evening of great food and great fun," says PEC President and CEO **Farah Jimenez**. "It's a wonderful neighborhood to celebrate, and I hope that some visitors will also discover that it's a great place to live and maybe even open up their next retail shop or restaurant."

In addition to support from the Philadelphia Department of Commerce, which works to enhance the city's commercial corridors through Night Market and other similar programs, The Food Trust was recently awarded a \$150,000 Economic Development Administration (EDA) grant with support from **U.S. Sen. Bob Casey**. This funding will allow The Food Trust to provide training and technical assistance to food entrepreneurs involved with Night Markets and events like it. "Night Market has enlivened Philadelphia's neighborhoods and helped small-business owners gain more exposure," says Casey. "This grant will allow this successful program to continue and help more of our city's entrepreneurs launch small businesses that create jobs and attract visitors to Philadelphia."

About Night Market

Night Market Philadelphia is the city's premier street food festival, a roving food event spotlighting Philly's best ethnic and regional restaurants and food trucks. Inspired by Asia's lively outdoor markets, our events celebrate up-and-coming neighborhoods and showcase Philadelphia's diverse food and drinks and vibrant arts and culture scene. The first Night Market took place in East Passyunk in 2010. Since its debut, The Food Trust has hosted 14 Night Markets, attracting over 200,000 attendees and more than 300 food vendors to neighborhoods across the city, including University City, Northern Liberties, West Oak Lane, Washington Avenue, Mt. Airy, Fairmount, South Street, Old City and Chinatown, and attracting local and national attention to Philadelphia's food scene.

To host this roving festival, The Food Trust works with community partners throughout the city, including East Passyunk Business Improvement District, University City District, Mt. Airy USA, Philadelphia Chinatown Development Corporation, Ogontz Avenue Revitalization Corporation, Northern Liberties Neighbors Association, Bella Vista United Civic Association, South Street Headhouse District, Old City District, South 9th Street Business Men's Association and more.

About The Food Trust

The Food Trust, a nonprofit founded in 1992, strives to make healthy food available to all. Working with neighborhoods, schools, grocers, farmers and policymakers, The Food Trust has developed a comprehensive approach that combines nutrition education and greater availability of affordable, healthy food. To learn more about The Food Trust, visit thefoodtrust.org.

About the People's Emergency Center

The People's Emergency Center's mission is to nurture families, strengthen neighborhoods and drive change in West Philadelphia. Through a community of more than 240 housing units and five educational centers offering job training, parenting and early childhood education, financial education and planning, life skills and technology coursework, PEC seeks to change the life trajectory for the women and children who seek its services and inspire them to aspire to new heights. PEC community development programs respond to community needs and build on neighborhood assets to help bridge the digital divide, expand mixed-income housing opportunities, stimulate economic growth, create wealth and improve the quality of life for all West Philadelphia residents. Visit pec-cares.org.