

# The Food Trust

Ensuring That Everyone Has Access To Affordable, Nutritious Food



## **FOR IMMEDIATE RELEASE**

Wednesday, April 13, 2016

Twitter: @thefoodtrust #HHMkt

## **Contact:**

Carolyn Huckabay

[chuckabay@thefoodtrust.org](mailto:chuckabay@thefoodtrust.org)

p: 215-575-0444, ext. 8120

## **10 Years Growing: Headhouse Farmers' Market Celebrates 10th Season**

*The Food Trust Kicks off Headhouse's 10th Year on Sunday, May 1*

*with Music, Special Guests, Favorite Vendors and More*

**WHEN:** **Opening Day: Sunday, May 1, 10 a.m.-2 p.m.**  
*10 a.m.: Special Guests Celebrate Opening Day with Official Bell Ringing*

**WHERE:** **Headhouse Farmers' Market**  
Second and Lombard streets

**WHAT:** Join The Food Trust as we celebrate **10 seasons of Headhouse Farmers' Market**, Philadelphia's largest and most vibrant flagship marketplace.

Sponsored by **Lankenau Medical Center, part of Main Line Health**, Headhouse's 10th season will begin on **Sunday, May 1, 10 a.m. to 2 p.m.** underneath Philadelphia's historic Headhouse shambles. After special guests ring the opening bell, we invite shoppers, families and visitors to celebrate Opening Day by welcoming back our favorite **fresh food vendors**, enjoying **live music**, snapping selfies in our **#HHMkt photo booth**, visiting **mobile food vendors** like Mom Mom's Polish Food Cart, picking up a limited-edition **Headhouse reusable shopping bag** and more.

"We're so excited to welcome our amazing farmers back to market this season," says **Yael Lehmann**, Executive Director of The Food Trust. "We wouldn't be where we are today without their dedication, so we encourage folks to come out and support them."

"Lankenau Medical Center is a proud partner of Headhouse Farmers' Market," says **Phillip Robinson**, President of Lankenau. "As the only hospital in the region with a fully functioning wellness farm and full-time farmer, we embrace preventative health measures by encouraging fresh and nutritious food choices and alleviating food insecurity for the communities we serve. Lankenau and Main Line Health are changing the paradigm that health care is about sick care. It's about keeping our community well."

To further thank our farmers, customers, sponsors and partners for their support over the years, The Food Trust will be hosting special events **all season long** — from book signings and art shows to canning demonstrations and celebrity chef tours. Full season calendar is below (dates subject to change):

- **May 1: Opening Day** — Bell-ringing, ribbon-cutting, live music and more
- **June 5: Chef's Market Tour & Brunch with Jason Cichonski** — Enjoy an exclusive market tour and hands-on brunch at Ela (ticketed event; details TBA)

- **June 19: Celebrity Chef Book Signing** — Meet local celebrity chefs and cookbook authors, get your books signed, and find out how the chefs shop at market
- **August 14: Tomato Day** — Celebrate the season's top crop with demos, cooking lessons, free samples and more
- **September (date TBA): Chef's Market Tour & Brunch II**
- **October 16: Art at Market** — Check out local artists displaying their work and participate in hands-on family-friendly activities
- **November 23: Day-Before-Thanksgiving Market** — Last-minute grocery shopping? Find turkeys, pies and other holiday specials on sale here
- **December 4, 11 and 18: Holidays at Market** — Ending the season with holiday cheer, featuring sales on Christmas trees, wreaths and locally made holiday gifts

Headhouse Farmers' Market, established in 2007, is part of the The Food Trust's network of more than 25 markets, serving more than 400,000 customers annually in Philadelphia. Sponsored by **Green Mountain Energy** and **Lankenau Medical Center**, Headhouse also provides convenient access to healthy, affordable foods for all by accepting SNAP (food stamp) benefits and Philly Food Bucks.

The Food Trust, a nonprofit founded in 1992, strives to ensure that everyone has access to healthy, affordable food and information to make healthy decisions. To learn more about our farmers' markets, visit [thefoodtrustmarkets.org](http://thefoodtrustmarkets.org) or [thefoodtrust.org](http://thefoodtrust.org).