

FOR IMMEDIATE RELEASE

August 3, 2026

**Start Fresh: Farmers Market Week Celebration at Point Breeze
Community Market, Co-Hosted by The Food Trust**

PHILADELPHIA, PA – On **Thursday, August 6**, Point Breeze Community Market and The Food Trust will celebrate National Farmers Market Week with a community event for all ages. Staff, volunteers and elected officials will be on-site to welcome guests and offer tours of the market, engaging activities for all ages, and resources on how to make the most of their market experience.

"Farmers markets do more than provide fresh produce – they are gathering places that support local farmers and make healthy food more accessible in neighborhoods across Philadelphia," said Mark Edwards, President and CEO of The Food Trust. "This week gives us the opportunity to highlight the farmers, vendors and shoppers who take time each week to make locally sourced fresh food a priority."

Visitors can enjoy special activities throughout the day. Activities will include a DJ, balloon animals, face painting, temporary tattoo art, and a DIY Cornfest Cookout, where customers can buy corn and roast it on grills provided by Point Breeze Community Market.

Nutrition educators will be on site hosting cooking demos, taste tests and giveaways, including Farmers Market Week-branded tote bags stuffed with nutrition resources for the first 50 customers. Point Breeze Community Market will also distribute "Breezy Bucks," allowing shoppers to stretch their fresh food budget further at the Point Breeze market, while The Food Trust will match SNAP purchases with \$2 Food Bucks.

WHO: Point Breeze Community Market, co-hosted by The Food Trust
Councilmember Dr. Nina Ahmad
Farmers Market vendors
Hundreds of Farmers Market shoppers

WHAT: Farmers Market Week Celebration at Point Breeze Community Market

WHEN: Thursday, August 6, 2026
3:00 p.m. – 3:30 p.m. (Full Farmers Market 3-7 p.m.)

WHERE: Point Breeze Community Market
1300-1330 Point Breeze Ave., Philadelphia, PA 19146

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