



**For Immediate Release
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City Market Awarded 2008 Missouri Farmers' Market of the Year!

Kansas City, MO. – The City Market proved to be the cream of the crop as it took four of seven “Market of the Year” awards including *2008 Missouri Farmers' Market of the Year*, *Best Advertising Campaign*, *Best Photo* and *2008 Champion of the Year*. The Missouri Farmers' Market Association and AgriMissouri sponsor the annual Farmers' Market of the Year competition.

2008 Market of the Year: In 2007, The City Market celebrated a milestone of 150 years as a farmers' market location. The celebration was filled with an array of events including the Berry Festival, Tomato Festival, Corn Festival, Melon Festival and Harvest Festival. The festivals, held throughout the growing season, attracted a record number of visitors and are designed to promote buying local, homegrown produce and healthy living.

“Although previous years have been successful, this year had an extra air of excitement and celebration,” said Deb Churchill, City Market property manager. “Even the name, ‘City Market’ shows our strong commitment to the community.” Deb points out that although the City Market plays an integral role in the everyday lives of local patrons who enjoy the City Market’s unique shopping experience, she says the City Market offers a more significant benefit to local farmers – enhancing their success, livelihoods and connection to the community. “We would like to thank Kansas City,” she adds. “The City Market’s success is only possible through the support of community relationships and partnerships, loyal patrons, tenants, vendors and the City of Kansas City, Missouri.”

Best Advertising Campaign was awarded for creating a consistent message throughout the year for the City Market’s 150th Anniversary Celebration campaign. The campaign included logo adaptation and



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application, and the creation of a historical exhibit, brochure, seminar and walking tour in partnership with the Kansas City Public Library. Media outlets included billboards, radio and print advertising.

Best Photo was awarded for a photograph by George Denniston, Jr. featuring the large, culturally diverse crowds enjoying the abundance and variety of fresh local produce at the City Market. (See attached photo.)

2008 Champion of the Year was awarded to Claude Page, Development Specialist, City Planning and Development Department for the City of Kansas City, Missouri. The award is given to someone who has exceeded expectation in making a positive impact on a community farmers' market. "Claude has many other clients and projects on his plate, but always makes the City Market a priority," Deb Churchill, City Market property manager says. "He is consistently a positive representative of the City Market, and we are grateful for everything he does."

The City Market is many things to many people – a cultural center representing the most diverse area in Kansas City, a farmers' market linking growers to the community, a connection to the past preserving local history and an old friend sharing and creating precious memories for many. The City Market brings more than 590,000 people together annually.

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The City Market is managed by Copaken, White & Blitt, LLC on behalf of the City of Kansas City, Missouri.

