



D U B U Q U E

MAIN STREET

NEWS RELEASE

July 29, 2011

FOR MORE INFORMATION CONTACT:

Christie Trilk

Program Specialist

Dubuque Main Street

Phone: 563-588-4400

christie@dubuquemainstreet.org

For Release Sunday, July 31, 2011

Celebrate Summer with Dubuque Farmers' Market's First Ever "BLT DAY"!

Dubuque, IA— What is the quintessential summer sandwich? In Dubuque, it's the BLT (that's bacon, lettuce, tomato, for the uninformed.) On Saturday, August 6, the Dubuque Farmers' Market will celebrate the peak of summer produce with its first ever "BLT DAY!" Vendors have been encouraged to use this opportunity to promote their products related to BLTs: bacon, lettuce, tomatoes, and bread!

The Dubuque Farmers' Market will host a live radio remote with 92.9 KAT FM, 97.3 KGRR, and 101.1 The River, promoting BLTs and celebrating the 12th Annual National Farmers' Market Week (August 7-13). In 2000, United States Secretary of Agriculture Tom Vilsack proclaimed the second week in August as National Farmers Market Week. Since 2000, the number of farmers markets across the US has grown 150%, from 2,863 markets to 7,175 in 2011.

Local cable channel classic, "The Garden Organic" will be on-site filming an episode, on a search to create the "best BLT ever!" Watch for it on Mediacom Cable Channel 16 and the website: <http://www.dubuque.k12.ia.us/GardenOrganic/>.

BLT Day at the Dubuque Farmers' Market is more than just an excuse to buy locally produced bacon, lettuce, and tomatoes. In addition to the great selection of produce, there are arts and crafts, fresh cut flowers, fruit, wine, cheese, poultry, brats, steaks, potted and hanging plants, honey, eggs, breads and baked goods. The day will also feature live entertainment all around the Dubuque Farmers' Market.

The Dubuque Farmers' Market is open every Saturday morning, 7 a.m. to noon, from May through October. Stretching down Iowa Street from 11th to 13th Streets, and on 12th and 13th Streets from Central to Main, the market has grown in recent years to more than 100 vendors. Come celebrate BLT Day at the Dubuque Farmers' Market--Iowa's oldest open-air market! For more information, contact Dubuque Main Street at 563-588-4400 or visit our website: www.dubuquemainstreet.org.

#

Dubuque Main Street | 1069 Main Street | Dubuque, IA 52001
Phone: 563.588.4400 | Fax: 563.588.0645
www.dubuquemainstreet.org