



\*\*\* MEDIA ALERT \*\*\*

## World Famous Greenmarket Turns 40 with Huge Bash in Flagship Union Square Greenmarket

**What:** GrowNYC's Greenmarket is celebrating 40 years of bringing healthy, fresh, local food to the residents of NYC. What began with 12 farmers under the Ed Koch Bridge in 1976 has today become the largest network of outdoor farmers markets in the country with 54 Greenmarkets where over 200 family farmers sell their products each week.

The evening's festivities will include a local beer, wine and cider garden, Greenmarket focused restaurants serving prepared foods, and live music provided by The Jazz Foundation. A cake cutting and toast will happen at 5 pm.

Representatives from GrowNYC, Greenmarket's founders, local elected officials, celebrity chefs, participating farmers and a who's who of the food world will be available to speak on the impact of Greenmarkets on worldwide culinary trends as well as the New York City landscape.

**When:** Friday, July 15 from 4:00 – 9:00 pm; cake cutting & toast at 5 pm

**Where:** Union Square Greenmarket, Manhattan, 10003  
North Plaza, 17<sup>th</sup> Street btwn Park & Union Square West

**Who:** GrowNYC Executive Director, Marcel Van Ooyen  
Manhattan Borough President Gale Brewer  
Greenmarket Founder Barry Benepe  
Greenmarket Founder Bob Lewis  
Chef Bill Telepan

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**ABOUT GrowNYC:** GrowNYC is a 501c(3) nonprofit organization that helps residents make ours the most sustainable city in the world. Reaching millions every year, GrowNYC operates Greenmarket farmers markets, engages New Yorkers in recycling education, builds and maintains green spaces and works with young people to provide hands on environmental education. Learn more at [www.grownyc.org](http://www.grownyc.org).

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