

For Immediate Release

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## **CARRBORO FARMERS' MARKET COMMEMORATES 45 YEARS AT MAIN SEASON HOURS OPENING DAY ON SATURDAY, APRIL 6**

*Celebrate 45 years of the Carrboro Farmers' Market and the beginning of the Market's Main Season with the unveiling of a vintage-inspired t-shirt design, limited edition on-site t-shirt tie-dye with TS Designs, birthday cake, and more.*

**CARRBORO, NC (March 22, 2024)** — Enjoy more time to shop with your favorite farmers at the Carrboro Farmers' Market (CFM) with the beginning of the Market's Main Season, which starts the first week in April. During the Main Season, the Market is open weekly on Saturday mornings for extended hours 7am-12pm (April through October) as well as Wednesday afternoons from 3pm-6pm (April 3rd through November 20th). To recognize the Market's long-standing service to the Carrboro community and to celebrate the annual opening of the Main Season, Carrboro's Mayor Barbara Foushee has proclaimed April 1st through 7th, 2024 as Carrboro Farmers' Market Week. Every year at Main Season Hours Opening Day, the CFM debuts its new annual t-shirt design. This year's design is inspired by the Market's first t-shirt design from the 1980s, updated and refreshed by Splinter Group, based in Carrboro, and available in a variety of colors, sizes, and fits (including unisex, women's, youth, toddler, and baby onesies). Posters with this season's new design, printed on high-quality paper by Laser Image Printing & Marketing in Durham, will also be available. The festivities also include live music from local musician Becky King. This event is free and open to the public.

Founded in 1979, the CFM is one of the oldest and most well-established producers-only farmers' markets in North Carolina. This robust history is displayed for market shoppers in a "Mini Museum" in the gazebo, with banners highlighting the market's development and timeline since its founding, including a new banner to celebrate recent history. As it has grown and changed over the years, the CFM is proud to be such a strong part of Carrboro and the Triangle. More information about the CFM's mission and history are available online at <https://www.carrborofarmersmarket.com/mission-history>.

To celebrate 45 seasons, the CFM is throwing a birthday party complete with samples of birthday cake for Market shoppers. Shoppers can also find festive specials around the Market from vendors wearing t-shirts from different market eras and stickers indicating how long they've been a part of the Market.

The new vintage-inspired t-shirts are printed on ultra-soft, responsibly-sourced cotton by the Market's partners at TS Designs, based in Burlington, NC. TS Designs is also collaborating with the Market to put on a special tie-dye activity, where shoppers have the one-time opportunity to buy a blank branded t-shirt to hand-dye on-site with locally-sourced, natural dyes made from madder root, black walnut, and more.

The Main Season Hours Opening Day event is supported by the Carrboro Farmers' Market's Big Beef Sponsor, Laser Image Printing & Marketing.

Plan ahead for transportation and parking at Main Season Hours Opening Day! A [map with free public parking in downtown Carrboro](#) is available online through the Town of Carrboro. There are several places, such as along Fidelity Street, where on-street parking is available only during the farmers market. Market go-ers should make sure to check the on-street parking signs to make sure parking is allowed, and to NOT to park on S Laurel Ave or S Bim St. The CFM also has ample bicycle parking at the market, and is convenient to the CW, J, and F bus routes (all free through Chapel Hill Transit).

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***About the Carrboro Farmers' Market - "Locally Grown, Nationally Known!"***

*Founded in 1979, the Carrboro Farmers' Market aims to create and sustain a vibrant, accessible, and innovative market that supports our local farmers and artisans, while extending the benefits of local food to the greater community. On Wednesday afternoons and Saturday mornings at the Carrboro Town Commons in downtown Carrboro, vendors sell a wide selection of the highest quality locally-grown produce, pasture-raised meats, eggs, cheeses, breads, pastries, artisan crafts, and much more. The CFM is a producer-only Market that requires vendors to reside and produce their goods within 50 miles of Carrboro. The CFM is open Saturdays year-round and operates from 7am-12pm April - October and 9am-12pm November - March. The Wednesday Market runs from 3-6pm April - mid-November.*