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Warm Up to Market Contest Promises to Enliven Winter Months at Central Market

LANCASTER, Pa. (Dec. 29, 2011) — The Friends of Central Market will welcome the new year by sponsoring a three-month-long event that rewards shoppers for discovering what they might have been missing at Market.

The Warm Up to Market! contest and drawing challenges participants to visit as many market stands as possible between Jan. 3 and March 31. Shoppers who make purchases and have their contest card stamped by all 60-plus standholders and the market manager will be eligible to win the grand prize, a \$100 Market shopping spree. Participants can qualify to win dozens of other prizes with as few as five stamps.

“Our goal is to encourage shopping at Market all year round,” says Shanon Solava-Reid, president of Friends of Central Market, a non-profit organization that supports America’s oldest continuously operating public market by engaging people in the Market community. “We also want to introduce shoppers to new stands while they stay connected to favorite spots. We all have our favorite stands, but sometimes we overlook the variety of products under the historic roof. Friends of Central Market wants everyone to ‘warm up’ to Central Market.”

Market shoppers can pick up a contest card, which includes a map of Market, from any standholder. They can also download a card from the Friends of Central Market website at www.friendsofcentralmarket.org. The prize drawing will be held in the first week of April.

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