



## **More Than 50 Vendors, Concert Highlight South Milwaukee Market Opener on June 2**

*Music, New Stage, Expanded Seating Area Among Upgrades*

SOUTH MILWAUKEE (May 31, 2011) – Produce, organics, arts, crafts, prepared food and more – including weekly live music and a partnership with a leading local arts center.

The South Milwaukee Downtown Market begins its third season on Thursday, June 2, with more than 50 vendors already signed up.

The market's 20-week summer schedule runs through Oct. 13. It will again be held on Thursdays from 3 to 7 p.m. and located on 11<sup>th</sup> Avenue south of Milwaukee Avenue, across from Bucyrus International near the heart of South Milwaukee's city center.

The market features a number of upgrades for 2011, including:

- A five-concert series presented by the South Milwaukee Performing Arts Center, with top acts planned for the first Thursday of every month. Popular local band Choir Fight will play opening night.
- Other weekly live music acts, including a variety of up-and-coming local artists;
- A new on-site stage built by local Boy Scout Tommy Mitchell; and
- Landscape improvements allowing for an expansion of the market's seating area.

"I'm really excited about our new season, and I know the community is too," market Chairman Bob Pfeiffer said. "South Milwaukee has really embraced our vision, and we're expecting 2011 to be our biggest and best year yet."

The market certainly gets off to a strong start, with the performance by Choir Fight, known for its fusion of original compositions with instrumental interpretations of rock and pop standards. Showtime is 5:30 p.m. Attendees are asked to bring their lawn chairs.

They should also bring their appetites, with the market's improved roster of prepared food vendors offering a wide range of dinner options to eat on-site or take home.

"We really want to make the market a community gathering place, somewhere people young and old can meet every week to shop, grab dinner and have some fun," said South Milwaukee Ald. Erik Brooks, market co-founder.

Added co-founder and South Milwaukee City Clerk Jim Shelenske: "Our goal is to give people a reason to come downtown again, and the market is doing that. The market

brings a unique energy to downtown South Milwaukee every Thursday, and that's thanks to our vendors, community partners and, most of all, our customers.”

### **Vendors Spaces Available**

The market has limited space remaining for additional vendors. Applications, rules and other information are available at the market website ([www.smdowntownmarket.org](http://www.smdowntownmarket.org)).

### **About the South Milwaukee Downtown Market**

Area residents looking for a unique shopping experience travel to downtown South Milwaukee, where they find an eclectic mix of merchants selling fresh fruits and vegetables, baked goods, flowers, art, jewelry and other local goods. They also find a sampling of area restaurants, live entertainment and special events as part of what is a true destination for families, foodies and everyone in between. It's a simple yet ambitious vision – one that the South Milwaukee Downtown Market has achieved ever since it launched in July of 2009. Located on 11<sup>th</sup> and Milwaukee Avenues near the heart of the South Milwaukee city center, the Downtown Market has quickly grown to become one of the largest in the area with more than 40 regular vendors and hundreds of regular customers. It is operated by a committee of local residents, business owners and city and civic leaders that all have the same goal in mind: find new ways to breathe new life and instill new energy in downtown South Milwaukee.

### **Directions to the Market**

The market is located on 11<sup>th</sup> and Milwaukee Avenue just south of Bucyrus International. It is easily accessible, one block west of Highway 32.

- **From the north and west:** Take Rawson Avenue east until it ends at 10<sup>th</sup> Avenue. Turn right, and then right on Milwaukee Avenue.
- **From the south and west:** Take Pennsylvania/Nicholson Avenue north to Milwaukee Avenue, and turn right.
- Check out the market website for a map.

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### ***South Milwaukee Downtown Market***

[www.smdowntownmarket.org](http://www.smdowntownmarket.org) and on Facebook and Twitter

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