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FOR IMMEDIATE RELEASE

***Farm Fresh Food in the City!
Poughkeepsie Waterfront Market Season Opening June 3rd***

POUGHKEEPSIE, NY - The Poughkeepsie Waterfront Market is back! The Market opens for the season on Monday, June 3 at 3:00 pm in the Pavilion at the Mid-Hudson Children's Museum, 75 North Water Street in Poughkeepsie, and will run weekly on Monday afternoons through Labor Day from 3:00 pm to 6:30 pm. The Market is held in a fully covered, open-air pavilion that is located just footsteps away from the shore of the Hudson River.

The Poughkeepsie Waterfront Market is open to the public and features farm fresh vegetables, fruits, eggs, poultry, baked goods, maple products, honey, pickles, beer and more. The Market, now in its third year, has expanded its selection of agricultural products available from local Hudson Valley farms. The Market's 2019 season will also include a variety of prepared food vendors.

The Market is a vibrant, weekly celebration of the Hudson Valley, which also features live music provided by nationally recognized and local musicians, featuring a different act each week. The Market also features free children's programming each week. 'Kid's Kitchen' is held at 4 pm each Monday and provides tips on shopping the Market before preparing a fresh dish using produce and products available from vendors that week.

The Market now accepts both SNAP and WIC benefits. Eligible market patrons should check in at the Market Manager table for more information on using these benefits to obtain fresh healthy food from our vendors. The Poughkeepsie Waterfront Market's participation in these programs is made possible with major support from MVP Healthcare, with additional support from Market sponsors, Green Mountain Energy and Price Chopper.

As a special incentive for families with young children to shop the Market, the Mid-Hudson Children's Museum will be awarding a free annual Museum membership to any family who shops and makes purchases at any SIX market days from June 3 through July 15. Simply show

your purchase to the Market Manager each week to record your visit, and soon you'll be on your way to earning a year of family fun at the Mid-Hudson Children's Museum!

The Mid-Hudson Children's Museum is the first children's museum in the entire country to open a public farmers market as a strategy to reduce food insecurity among the families it serves. "The Mid-Hudson Children's Museum is centrally involved in the revitalization efforts taking place along the Poughkeepsie Waterfront," states Lara Litchfield-Kimber, Executive Director of the Mid-Hudson Children's Museum, which manages the Market. "The operation of this Market provides us with yet another way to support the City of Poughkeepsie and our region by making fresh food available to City residents and visitors, all while showcasing the agricultural bounty of local Hudson Valley farms." Since 2017, it has become a national model for museums looking to increase their impact on their local communities.

The Poughkeepsie Waterfront Market is steps away from both the Poughkeepsie Train Station and two city parks, making the Market accessible by foot to City residents, families visiting the Mid-Hudson Children's Museum, tourists and commuters alike. The Pavilion that hosts the Market is fully covered, and offers public restrooms and free onsite parking at the Mid-Hudson Children's Museum during the Market hours.

For Market updates and events, follow the Poughkeepsie Waterfront Market on Facebook (www.facebook.com/POKWaterfrontMarket) and Instagram ([poughkeepsiewaterfrontmarket](https://www.instagram.com/poughkeepsiewaterfrontmarket)). For more information on becoming a vendor at the Poughkeepsie Waterfront Market visit: www.mhcm.org/visit/poughkeepsie-waterfront-market or call Dave Jordan, Market Manager at (845) 471-0589, ext. 16. The Poughkeepsie Waterfront Market is managed by the Mid-Hudson Children's Museum.

Named "2017 Best Museum" by Hudson Valley Magazine and Hudson Valley's "2017 and 2018 Top Place to Take the Kids," by Kids Out and About, the Mid-Hudson Children's Museum is the ideal destination for families with young children. With exhibits that focus on early literacy, art, STEM, and the local community, the Museum provides an educationally rich environment through which children have the opportunity to develop foundational skills, to engage in purposeful play, and to develop interpersonal connections. The Museum is located in the heart of the historic waterfront in Poughkeepsie nestled between two city parks, just steps away from the Poughkeepsie Metro-North Train Station and fabulous restaurants. The Mid-Hudson Children's Museum is open Tuesday through Saturday from 9:30 am to 5:00 pm and on Sunday from 11:00 am to 5:00 pm. Admission is \$10.00 per person. Children under 1 year old are free. Memberships are available. Visit www.mhcm.org or call (845) 471-0589 for more information.

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Photo caption: *The Poughkeepsie Waterfront Market offers Hudson Valley products in a waterfront pavilion with stunning views.*

