

FOR IMMEDIATE RELEASE
June 3, 2010



KICK-START MARKET SEASON CALEDON FARMERS' MARKET LAUNCHES COMMUNITY COMPETITION

To celebrate the opening of the Caledon Farmers' Market, the community is invited to participate in a lawn or garden display. This festive – and friendly – competition is not only a reminder of the upcoming market season, but hopes to encourage the community to support their local market and enjoy the bounty of Caledon.

The competition is open to anyone, including private residents, schools, organizations and businesses. The judges will be looking for originality, uniqueness and how well the display represents items typically found at a Farmers' Market. Participants may get inspiration from the signature lawn display created by Doris Brodie, lead judge and owner and creative director of Grand Entrance Designs in Caledon. The display is located on the same block as the Albion Bolton Community Centre, the location of the Caledon Farmers' Market.

Doris shares a few tips when creating your own display:

- make it tall enough to be eye catching, but no too tall so that you can't see people or cars;
- for greater impact, group your colours;
- make it personal – create your own theme using items you would shop for at the market.

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Most importantly, Doris notes, this contest is all about having fun.

Displays should be registered by Thursday, June 17, 2010 by calling the Town of Caledon at 905.584.2272 x.4152, or emailing edc@caledon.ca. Judging will take place on site and photographs will be taken and put on display at the Market on June 24, 2010.

The winner will be announced the following Thursday, Canada Day, July 1, 2010. The winner will receive \$100 in "Market Bucks", a farmers' market t-shirt and a barbecue apron. Winners will also be advertised in the local media.

Be sure to join the fun at the Caledon Farmers' Market and make Canada Day your market day. It's a great way to celebrate the goodness of Canada, our farmers and our talented artisans.

The Market is open every Thursday from 3:00 p.m. to 7:00 p.m. at the Albion Bolton Community Centre, Highway 50 in Bolton. The season is from June 17 to October 7, 2010.

For more information about the Caledon Farmers' Market, visit www.caledon.ca/farmersmarket.

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