



The Walloomsac Farmers' Market

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May 2005

Dear Friend,

Bennington's own Walloomsac Farmers' Market is two years old and has been a wonderful success, but it needs help to grow. In our first two years we grossed over \$60,000 in sales of fresh, locally grown produce and prepared foods. Thousands of people visited our site at Bennington Station on Saturday mornings throughout the market season to shop, socialize and take in the wonderful sights and sounds of the market's festival atmosphere.

However, the Walloomsac Farmers' Market is a big secret to most people in the Bennington area who still don't know that the market exists. Many more people could benefit from the availability of food that is as fresh as it gets, sold by the good people who grow or make it—if word spreads.

We need you help to spread the word and grow the market. A vital, thriving farmers' market supports and promotes local agriculture, healthy eating and downtown vitality. This year, we are adding a weekly Tuesday market to the regular Saturday market. Our goal is to increase the number of visitors to the market this summer by 100% and to have 35 – 40 vendors within five years. To do this, we need to raise money for advertising, signs and brochures, for entertainment and special events on market days, for promotional activities in the schools and the community, and for tents and office supplies.

We operate at incredible efficiency on a shoestring budget. Our market manager receives a small stipend for work on market days. The rest of the market is organized by volunteers who work together in support of this wonderful community event.

Please help us grow the market. Your generous donation will be put to use to spread the word and ensure the continued success of this valuable community resource! In addition, we welcome volunteer help and donations of time, skills or services such as helping with promotional activities, advertising, fundraising, entertainment, children's activities or crafts demonstrations at the market. Please contact us if you are interested in contributing to the Walloomsac Farmers' Market in this way. And don't forget to join us this summer, from opening day, May 28th, to closing day, October 15th. See you there!

Thank you and best wishes,

For the Walloomsac Farmers' Market

YES! I want to support the Walloomsac Farmers' Market and help spread the word.

Please accept my donation of \$ _____ (Please make checks payable to The Walloomsac Farmers' Market)

I would like to volunteer time, goods or skills to the market (please describe): _____

Name:

Address:

Phone and/or email: