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News Release

Rockford City Market

Market Prepares for Opening Day ***Extended Hours, New Vendors Announced***

FOR IMMEDIATE RELEASE

May 25, 2012

ROCKFORD, IL — Shop Rockford City Market when it returns for a third season on Friday, June 1! 55 vendors have already been confirmed, which is approximately 30% more than the amount of vendors that started off last year's season.

Rockford City Market is excited to announce this year's presenting sponsor, Rockford Health System. "We are pleased to welcome Rockford Health System to the Rockford City Market," stated Peter Provenzano, Chairman of Rock River Development Partnership. "Their support enables us to further enrich the market and the overall downtown experience."

The Market also welcomes many new vendors this year, some of which include: Katic Breads, old world European style breads; Kate's Piehole Records, whole pies and vinyl albums; Lime Rock Swiss Brown Cheese, gourmet cheeses; and 40 Winkz, custom made handbags, and many more.

Also new this year is extended market hours. Rockford City Market will be open from 3 p.m. to 8 p.m. every Friday from June 1 until Labor Day. After Labor Day, market hours will be 3 p.m. to 7 p.m.

Each week the market will showcase different activities and demonstrations. Activities will be provided by organizations such as Midway Village, YMCA, Natural Land Institute, Discovery Center, Syverson Dells, and more.

Opening day includes:

- **Music by: Frank Calvagna and Mike Youngblood** - The duo plays a mix of classic and Latin jazz standards, along with their own interpretations of contemporary songs. Calvagna is a well-known jazz guitarist and has won RAMI and Best of Rockford awards both as an individual performer and for his work with the band Opan Jii. Youngblood also is a Best of Rockford winner, and has performed with the bands Grooveasuarus and Mr. Big Stuff.
- **Activities: YMCA's** climbing wall will be on hand, and **Midway Village** will also provide a family activity.

Rockford City Market is a collaborative effort of several agencies, including the Rock River Development Partnership, Rockford Area Convention & Visitors Bureau, the River District Association, and the City of Rockford.

-SEE ATTACHMENT-

FOR MORE INFORMATION:

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2012 Rockford City Market Confirmed Vendors as of May 25, 2012

40 Winkz	O'Fallons
Arthur & Isaac Woodworks	Olives4you
Bamboo	Pasta Cucina
Bath and Body Fusion	Relicious
Bella Luna Bakery	RG & DG Enterprises, Inc.
Bliss Beads Studio	Rock Snake Silverworks
Bloom and Grow Gardens	Rockford Area Arts Council
Blue Sky Distributors	Rockford Art Deli RAD
Café Woof Le Purr	Sahara Restaurant
Candle Crest	Shady Tree Farm Market
Carlyle Brewing Co	Silver Creek Orchids
Cinnamon Roasted Nuts	Simple Elegance
Ditullio's	Simple Elegance Personal Catering
Dreamswept Alpacas	Socks-That-Rock
Etim's Beauty	The Cheese People of Beloit
Farmer Nick	The Paper Button
Gensler Gardens	The Sweetery Cupcakes
Hailey's Winery	The Tiny Bird Boutique
J Baker Images	Twin Garden Farms
Javamania	Van Laar's Fruit Farm
Jewelry by Katie M	Very Cute!
Just Bundts	Woodfire Brick Oven Pizza
Kate's PieHole Records	Wright Way Farm
Katic Breads	
Kiwi Café	
Kokobear Bakery	
Laynie Bugs' Bows	
Lilies, Pots and Etc.	
Lime Rock Swiss Brown Cheese	
MaD Discs and Dyes	
Maple Ave Preserves	
Masani Ethnic Jewelry, Fashion, Art	
Minglewood	
Northwoods Premium Confections	

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