



News Release *For Immediate Release*

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Costumes, candy, and Spider-Man to transform Palafox Market into ‘Halloween Market’ Oct. 30

PENSACOLA, Fla. (Sept. 29, 2021) — Children are encouraged to dress in their most outrageous costumes for a special “Halloween Market” edition of the Palafox Market on Saturday, Oct. 30.

Vendor booths will be decorated for the autumn holiday, offering candy to trick-or-treaters. Kids can get their faces painted for awesome Halloween selfie opportunities. Also, candy prizes will be awarded in a costume contest and in a Halloween-themed scavenger hunt.

In addition to the sweet treats, everybody’s favorite arachnid superhero, Spider-Man, as well as Disney’s Princess Rapunzel, will be mingling with fans.

Palafox Market, coordinated by the Downtown Improvement Board, is staged in Martin Luther King, Jr., Plaza, every Saturday from 9 a.m. to 2 p.m. As many as 8,000 people meander along the plaza’s redbrick walkway on the busiest of days.

“Our vendors love interacting with their patrons, and Halloween is an exceptional opportunity for that,” said Emily Kopas, DIB chief operating officer. “The weather is beautiful this time of year and the produce is abundant, so we think Halloween is a great time for a special celebration at Palafox Market.”

The market features up to 200 vendors ranging from local farmers and bakers to artists and craftsmen and women. All the items available at Palafox Market are grown, created or produced within 100 miles of Pensacola.

While the market is open year-round, fresh produce is available according to local farmers' growing seasons. Fresh veggies and fruits likely to be in season at Halloween include locally harvested arugula, oyster mushrooms, collard greens, radishes, carrots and apples.

Shoppers may also find plants, baked goods, local honey, cut flowers, many different kinds of art and handmade goods and lots more. The "Halloween Market" is a great opportunity to snap up unique fall décor and start Christmas shopping.

Entertainment at the market is provided by the String Farm bluegrass band near the MLK bust.

In 2020, *Southern Living* magazine named Palafox Market as the best farmer's market in Florida. Palafox Market also consistently wins local awards in categories like "Best Farmer's Market," "Best Free Thing to Do" and "Best Place to Buy Local Produce."

Want To Go:

- What: "Halloween Market" at Palafox Market
- Where: Martin Luther King., Jr., Plaza, Downtown Pensacola
- Admission: Free
- Details: palafoxmarket.com

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About the Pensacola Downtown Improvement Board

The Pensacola Downtown Improvement Board (DIB) is a dependent special agency funded by a tax levy on properties within its district boundaries. The district consists of 44 blocks that encompass the urban core of Downtown Pensacola, an area that was proclaimed "**Florida's Best Place**" during a vote conducted by the American Planning Association's Florida Chapter. The DIB is guided by a five-member Board of Directors comprised of downtown property owners and businesspeople, plus one ex officio member each from the Pensacola City Council and Escambia County Board of County Commissioners. To learn more about the DIB and all that is going on in Downtown Pensacola, visit www.downtownpensacola.com.