



News Release

For Immediate Release

Media Contact:

Caron Sjoberg, APR, CPRC

Ideawörks

(850) 434-9095 • carons@ideaworks.co

Palafox Market Issues Call for Vendors for New “Palafox Market South” Coming May 13 to Plaza Ferdinand

PENSACOLA, Fla. (April 20, 2023) — Palafox Market is expanding its popular Saturday farmer’s market into a new area of Palafox Street in Downtown Pensacola starting May 13th, and the Downtown Improvement Board has invited local farmers and small businesses interested in being part of the new market to find out more and apply online at www.palafoxmarket.com/vendors.

“Palafox Market South” will include a blend of familiar Palafox Market vendors, along with a new mix of local farmers, artists, and craftsmen and women, who will fill up Plaza Ferdinand on the corner of Palafox and Government Streets. Shoppers can navigate between the new market and the always-humming original located on north Palafox at Martin Luther King, Jr. Plaza, every Saturday between 9am and 2pm.

Hosted by the Downtown Improvement Board, Palafox Market opened in 2006 with about 25 farmers but has grown to weekly markets featuring painters, jewelry makers, glass blowers, bakers, floral designers, and other cottage entrepreneurs, with as many as 10,000 shoppers on the busiest Saturdays.

“The market began as an outlet for local farmers to be able to sell their fresh produce and has grown to be a top weekend destination for locals and visitors,” said Walker Wilson, executive director of the DIB. “Palafox Market is a great economic engine for all of our downtown merchants and offers low-barrier access to anyone looking to start a small business.”

For more information about Palafox Market, visit www.palafoxmarket.com. For information concerning other downtown events, please visit www.downtownpensacola.com.

###