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**FOR IMMEDIATE RELEASE**



**HERMOSA BEACH CHAMBER OF COMMERCE AND VISITORS BUREAU ANNOUNCES NEW FARMERS MARKET  
OPENING ON PIER PLAZA**

*Hermosa Beach will now have two Farmers Markets each week.*

**(HERMOSA BEACH, CA – AUGUST, 2015)** The Hermosa Beach Chamber of Commerce and Visitors Bureau (HBCCVB) announces the long awaited opening of a new Farmers Market located on Pier Plaza for Wednesday, September 16, 2015 at 11a.m. Hermosa Beach was awarded two farmers markets by City Council in a 4-1 vote nearly a year ago (September 23, 2014 City Council meeting) for a one-year trial period. HBCCVB has been proudly operating the existing Friday market located at Clark Field for over 20 years.

HBCCVB Board Member, Farmers Market Committee Chair and Gum Tree owner, Lori Ford, has been leading the charge to bring the farmers market back to its historical location. Due to downtown construction several years ago the market moved near Valley Drive with intentions of returning. "I'm thrilled that the residents of Hermosa Beach and our surrounding communities will finally get to enjoy a new market on Pier Plaza," Ford said. "A family friendly Farmers Market in the middle of our downtown will bring a much needed boost to daytime foot traffic in Hermosa."

Mark Anderson (aka Farmer Mark) has been selected to operate the Wednesday market and he expressed his excitement: "Hermosa Beach was the first city I sold at as a farmer. I'm thrilled at the opportunity to come back and start a market in the City where my farmers market path first began." Farmer Mark currently operates several certified farmers markets in Southern California. Farmer Mark added: "As a former resident of Hermosa, I know its people, its culture and its great sense of pride. I look forward to developing a market that is quintessentially Hermosa."

The Friday market will continue in its existing location at Clark Field under the management of the Hermosa Beach Rotary Club. The Rotary Club volunteered to operate it for the one-year trial period set forth in the September 23, 2014 City Council meeting as the term for the co-existence of two farmers markets in Hermosa Beach. Kimberlee MacMullan, HBCCVB's President and CEO, extended her appreciation of Rotary: "We thank the Rotary for their continued community commitment. They acknowledge the positive impact that the farmers market has in Hermosa Beach and agreed to take responsibility to run the Friday location during this trial period. The Chamber has proudly managed the Friday market for over 20 years and supports the efforts of the Rotary club to continue that tradition. We are committed to its success as well as the new Wednesday market."

***For more information on the Hermosa Beach Chamber of Commerce and Visitors Bureau, please visit our website at [www.hbchamber.net](http://www.hbchamber.net)***

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