FOR IMMEDIATE RELEASE

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FARMERS' MARKET COMING TO WABMUN AFTER PARKLAND COUNTY INVESTMENT

Parkland County, AB - This summer, Parkland County residents will be able to look forward to traveling to the new Wabamun Farmers' Market to enjoy fresh, local produce and crafts that were produced right here in the county.

"Parkland County is investing in new infrastructure and promoting economic development in the Hamlet of Wabamun, including with the opening of the West Central fire hall. We are excited for the opportunity to partner with the popular Old Strathcona Farmers' Market Society and Greater Parkland Regional Chamber of Commerce to revitalize the region for the benefit of our residents, visitors, and tourists with the new farmers' market while creatively using county infrastructure," explained Parkland County Mayor Allan Gamble.

The Old Strathcona Farmers' Market Society will provide the initial expertise acting as Market Manager and bring experience from operating Alberta's longest running indoor Farmers' Market and support the initiative for the 2022 and 2023 seasons with a professional management team.

"The Old Strathcona Farmers' Market has been operating in Alberta for nearly 40 years, and we are looking forward to expanding our expertise across the region in support of Farmers' Markets that feature the abundance of Alberta products," said Keith Persaud, Market Manager, Old Strathcona Farmers' Market Society. "We're excited to showcase the local talent of Parkland County and give these small businesses a place to connect with their community."

The market will feature access to a variety of vendors who make, bake, and grow the products they sell, many of them expected to come from across Parkland County. Located at the former Wabamun Firehall, the market will feature indoor elements as well as outdoor vendors.

After the two-year evaluation period, the County is planning to transition operation of the market under the leadership of the Greater Parkland Regional Chamber of Commerce.

"The Chamber is excited to participate in the creation of an Alberta approved Farmers' Market right in the historic town centre of Wabamun. This is another important step towards regional economic diversification, and we look forward to what will be a fantastic new attraction for residents and visitors in Parkland County," said Sarah Perry, CEO, Greater Parkland Regional Chamber of Commerce.

The market is scheduled to operate every Sunday from 12PM – 3 PM between June 5 and September 25, at the old Wabamun Fire Hall on 53 St.

Vendors can apply to vend at the Wabamun Farmers' Market on the Old Strathcona Farmers' Market Society website at www.osfm.ca/satellite-markets.

For more information, please contact communications@parklandcounty.com.