

## PRESS RELEASE

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## FOR IMMEDIATE RELEASE

### Riverwalk Market Fair Hosts Special Event

**Northfield, MN, August 2010** - Visitors to Northfield's Riverwalk Market Fair on August 14 will have the opportunity to view dancers, poets, musicians and visual artists alongside a bounty of fruits, vegetables, baked goods and flowers.

While the Riverwalk Market Fair runs 9 a.m. to 1 p.m. every week June through October, and always features original fine art, fine craft, fresh produce and artisan foods, August 14 will be a special celebration. In a town where art knows few boundaries, a swirl of activities will take place along the riverside. From noon to 2 p.m., poets will perform a Summer Sonnet Poetry Reading, hosted by the Northfield Arts Guild, from the Contented Cow's outdoor stage overlooking the picturesque Cannon River. Dancers will step in time at the town's center in Bridge Square. Music will fill the air as crowds meet and greet among local, hand-made art and the season's bounty. Attendees may sip some cool tea, peruse paintings, drawings and sculpture, discover hand-sewn baby items, collect good-from-the-earth pottery ... the list goes on!

"The Riverwalk Market Fair's inaugural season has been quite a success! It's doing exactly what it was intended to do," commented co-founder Dean Kjerland. "The event is bringing people together to connect in the community, along with out-of-town visitors for a total of approximately 600 to 800 people per week. We will easily meet the planning committee's goal of 10,000 visitors over the 2010 season."

Brad Easterson, the fair's art market manager, said: "One of the most exciting aspects of this venture is we've been able to offer forty artists an opportunity to exhibit their work. That's 12 to 16 entrepreneurs displaying and selling per Saturday. The artists are all juried, the work is original and hand crafted, and there are no commercial products."

Co-founder Gail Jones Hansen is pleased with the Fair's warm reception from Northfielders and out-of-towners alike. "We've had a great local as well as regional draw. I've greeted visitors from the Twin Cities, Bloomington, Albert Lea, Apple Valley, and many other surrounding communities. In addition, exciting partnerships have organically grown from this project like the Rice County Growing Up Healthy initiative recently teaming up with Riverwalk Market Fair to allow purchases to be made with food

stamps at the market. Many organizations are connecting with others through this unique outdoor setting.”

For more information on visiting or selling at the Riverwalk Market Fair, go to <http://www.riverwalkmarketfair.org>. Northfield is also home to several art galleries including the colleges and a newly renovated gift shop at the Northfield Arts Guild on 304 Division Street, so come for the Fair and stay for the weekend! Find stay-over packages at <http://www.visitingnorthfield.com/packages.html>.

The Northfield Convention and Visitors Bureau is a division of the Northfield Area Chamber of Commerce. Find us at [www.visitingnorthfield.com](http://www.visitingnorthfield.com) or call 1-800-658-2548.