

FOR IMMEDIATE RELEASE
March 3, 2017



Great Shopping, Local Produce & Amazing Artisans **Announcing the Madison Night Market**

DOWNTOWN MADISON, WI – Madison is famous for great shopping, amazing food and a talented art scene; now these three community assets come together for a new urban experience - the Madison Night Market!

The NEW Madison Night Market is a celebration of Madison's unique and inspiring creative culture. Vendors showcase handmade products, local art, artisan gifts, prepackaged foods and fresh produce. The event includes live music, giant board games, special visiting food carts and pop-up restaurant experiences. The Market is presented by Madison's Central Business Improvement District (BID) in partnership with the City of Madison. Partnerships with the Dane County Farmer's Market, Overture Center for the Arts, Madison Museum of Contemporary Art, and more will ensure this event is a city-wide representation of this community's talent.

Businesses within the Central District will be encouraged to participate at the Night Market or in their own place of business with a special event or attraction that evening like a trunk show, sample sale, visiting artist, etc. A monthly print guide and a website will cross promote these specials.

The Market, located along Gilman Street in the heart of downtown Madison will be held the second Thursday of the months of May, June and July in 2017. From 6pm – 11pm visitors and downtown residents are invited to come celebrate all things Madison. www.madisonnightmarket.com

The BID is reaching out to Madison's creative community with a logo design contest. The winning logo will capture the unique spirit of Downtown Madison, a celebration of artisan craftsmanship and the cool vibe of an outdoor market. www.madisonnightmarket.com/logo-contest/

An informational meeting for interested Market participants will be held Friday March 10 at 10am. Interested parties are invited to attend this informational meeting held in the first floor conference room at the beautiful Hovde building located at 122 W. Washington Ave in Madison. RSVP to jsligh@visitdowntownmadison.com.

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