

Hollywood Farmers' Market

A "CERTIFIED" FARMERS' MARKET AT HOLLYWOOD & IVAR,
SUNDAYS 8 AM TO 1 PM

FOR IMMEDIATE RELEASE

DATE: August 7, 2008
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Annual Peak of Summer Tomato Festival

WHAT: The Hollywood Farmers' Market (HFM) will host its annual "Peak of Summer Tomato Festival" on Sunday, September 7th, 2008 during normal market hours (8 am – 1 pm). This annual event was featured in 2004 on PBS' *Visiting with Huell Howser* and will be rebroadcast on September 5th at 7:30pm on KCET. It celebrates the great abundance and variety of tomatoes available during the summer season at the market. All events are free and open to the public.

WHO: The Market is operated by Sustainable Economic Enterprises of Los Angeles (SEE-LA) as a nonprofit community activity. In attendance will be:

- Amy Goldman, heirloom gardener and author
- Local chefs performing tomato cooking demonstrations
- Over 150 vendors of HFM including 90 small family farmers
- 5000-8000 regular market customers

WHEN: Sunday, September 7th, 8 am – 1 pm

WHERE: Ivar & Selma Avenues
Cross Streets: Hollywood & Sunset, Cahuenga & Vine

VISUALS: Activities will include:

- Free samples of 30+ tomato varieties, 9 am – 12 pm
- Chef E will prepare fresh Green Zebra tomato juices, 10 am – 12 pm
- Book signing with Amy Goldman, author of "The Heirloom Tomato, From Garden to Table", 9 am – 11 pm
- Cooking demos of delicious and easy tomato recipes, 11 am – 1 pm
- Tips and information on how to can and sun-dry tomatoes, 9 am – 12 pm

WHY: At the peak of tomato season, the farmers at the HFM are harvesting more than 30 varieties of tomatoes which color the market with their pink, orange, yellow, green, purple and even black and white hues. Each summer, the market's farmers grow old favorites and new varieties of tomatoes, each with their own unique flavor and texture. In 2008, customers can expect to see varieties including Cherokee, Pineapple, Mango, Great White, Early Girl, Cherry, Brandywine, and Green Zebra. Described by some as "the front porch of Hollywood", HFM attracts and serves a diverse clientele, including residents from the Hollywood Hills, lower income families from the heart of Hollywood, and travelers from all over Los Angeles and the world. For more information visit farmernet.com.

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