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**NEWS
RELEASE**

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El Paso Art and Farmers Market Moves to Northeast El Paso, Updates Branding

EL PASO, Texas—The City of El Paso is excited to announce that the Downtown Art and Farmers Market is undergoing a major revamp to include a fresh rebrand and a new location.

Organized by the City’s Museums and Cultural Affairs Department, the popular program will now be known as The Market. Beginning March 16, it will permanently move from its founding location in Union Plaza to Cohen in Northeast El Paso.

“The move and rebranding creates a new energy for market vendors and visitors,” said Managing Director Ben Fyffe. “While the Market will move to Cohen, we will continue to program pop-ups and return Downtown for our major festivals including WinterFest.”

After an 18-month planning process, the move to Cohen was made possible through a federal grant from the U.S. Department of Agriculture (USDA). The Cohen location better addresses the need for fresh, local produce, supports the vision of developing the Cohen area and connects with military families at Fort Bliss.

In addition, The Market has undergone a new rebrand that includes a new logo, revamped webpage as well as an updated Instagram and Facebook page. The logo has bright colors and new fonts that best represent local products and vendors.

The Market will be next to the Camp Cohen Waterpark and will be open from 9 a.m. to 1 p.m., every Saturday.

About The Market

Established in 2011, the market offers original arts and crafts, food vending, regionally grown agricultural products, artisans, regional farmers, and live entertainment from local artists. The Market has grown from 75 attendees in the first year to 1,000 attendees currently.

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Promoting **Transparent & Consistent Communication**
Among All Members of the Community

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