

For Immediate Release

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Downtown Palo Alto Farmers' Market Makes Its Largest Gift Ever to Avenidas

Palo Alto, CA (May 5, 2011)---The Downtown Palo Alto Farmers' Market presented a gift of \$23,000, its largest gift ever, to Avenidas, the non-profit senior services organization serving the mid-Peninsula. The Downtown Farmers' Market, a local nonprofit, operates with an entirely volunteer board, giving it the freedom to donate most of its stall rental proceeds to charity while simultaneously maintaining lower stall rents than other local farmers' markets. Since its inception in 1981, the Downtown Farmers' Market has designated Avenidas as its sole philanthropy and has made gifts totaling more than \$400,000.

"We're pleased to say that this year's gift, representing the proceeds from our 2010 season, is the largest we've had the privilege to make to Avenidas, and that's thanks to a thriving market and our thousands of faithful Saturday morning Farmers' Market patrons," said Phil Carter, president of the Downtown Farmers' Market.

"We are grateful and delighted to receive this gift from our long time friends at the Downtown Palo Alto Farmers' Market," said Avenidas President and CEO Lisa Hendrickson. "These are challenging financial times for the seniors in our community and the organizations like Avenidas that assist them, so the support of the Downtown Farmers' Market is very helpful to us."

The Downtown Palo Alto Farmers' Market, which begins its 2011 season on May 14, hosts 45 local growers in a seasonal Saturday morning market that takes place behind the Post Office on Hamilton Avenue. Featuring organic and conventionally grown local produce, the Market serves Palo Alto and surrounding communities with fresh, local produce, meats, cheeses and prepared foods.

For more information on the Downtown Palo Alto Farmers' Market, visit their website at <http://pafarmersmarket.org>. For more information on Avenidas, visit www.avenidas.org.