



FOR IMMEDIATE RELEASE

PRESS RELEASE

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Durham West Arts Centre presents 100-Mile Market

Pickering – Durham West Arts Centre (DWAC) is proud to host and facilitate this event celebrating locally grown food and locally produced creative talent. We believe that sustainability is more than a trend, and culture means more than what's onstage. To this end, we are producing this community gathering place as a way to promote healthy living in a creative environment.

The market will feature local farmers and food producers, as well as highlighting local artisans, crafters, musicians and creative people. Our goal is to promote the vibrant, sustainable lifestyle that living and working in Durham represents. The 100-Mile Market is a 4-week pilot project in 2008 to be expanded to an ongoing, functioning market in 2009.

The 100-Mile Market will run on Thursdays, 8:00am to 2:00pm, from August 21 through September 11, 2008, on the green space adjacent to the southeast parking lot of Pickering City Hall and the Pickering Central Library located at One the Esplanade in Pickering.

This is a community event suitable for the whole family. We are still exploring further vendors as well as community partners for this event. Please call Erin Michel, Project Coordinator, at the Durham West Arts Centre at 905-492-2522 or erin@dwac.ca for more information, including market profile and vendor submission requirements.

According to DWAC Executive Director, Boomer Stacey, "We are very pleased with the amount of support and excitement that we have

received in the planning stages of this market and expect that to translate to seeing the community out in full force. We want this to be a success for our farmers as well as for the community as a whole. We also look at this as a huge opportunity to provide a community platform for local arts and culture. We envision presenting local chefs doing live cooking demonstrations, musicians playing and artists demonstrating their craft. This is just the initial seed, and we hope residents will provide their thoughts and ideas on what they'd like to see as we grow."

Durham West Arts Centre is grateful for all of the support from our volunteers, members and corporate partners, including ongoing support from the City of Pickering and the Ontario Trillium Foundation.

Vision

Durham West Arts Centre will build an architecturally significant, technically superior centre for world-class arts and culture in Durham Region

Mission

The Durham West Arts Centre exists to support, promote and present world-class, contemporary arts and culture. Through education, presentation and partnership we will continue to develop awareness and engagement in the arts, increase our audience and membership, be sustainable and champion the intrinsic need of arts and culture to our community.

For more information on the Durham West Arts Centre and upcoming events, please visit our website at www.dwac.ca.

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For more information about the Durham West Arts Centre, please contact Executive Director, Jeremy 'Boomer' Stacey at 905-492-2533 or boomer@dwac.ca, or contact Durham West Arts Centre Project Manager, Erin Michel at 905-492-2522 or at erin@dwac.ca

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