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OLD BEACH FARMERS MARKET COMES TO EAST BEACH SUNDAY, OCTOBER 2

Pleasant Avenue Park off Pleasant Avenue between 27th and 28th Bay Streets, Norfolk, VA 23518

Hours: 10 a.m - 2 p.m. • Phone: 757-333-6650 for more information

Free and Open to the public

NORFOLK, Va. (September 2011) – East Beach, the traditional neighborhood development along the Chesapeake Bay in Norfolk, welcomes the Old Beach Farmers Market on Sunday, October 2. Local farmers and vendors will present and sell their goods at Pleasant Avenue Park in East Beach.

The Old Beach Farmer's Market at East Beach will offer a the same great variety of local products including fresh produce, seafood, meat, flowers, chocolate, sauces, cheese, herbs, jams, baked goods and other special treats that its Virginia Beach location is known for. Refreshments, along with beer and wine, will be available. For kids, the East Beach Farmer's Market will include children's activities such face-painting, crafts, and also live music.

"This is the third year we've brought the Farmer's Market to East Beach," says Bart Frye, managing partner of East Beach Company LLC. "The neighborhood loves it and we are proud to support these local farmers and merchants form the Old Beach Farmers Market in our neighborhood." The Old Beach Farmer's Market was recently ranked 5th in the country for best boutique farm markets in the recent America's Favorite Farmers Markets contest sponsored by American Farmland Trust, a national organization working to protect and promote farmland and farming practices. For more information, visit www.oldbeachfarmersmarket.com

East Beach is the location of 2011 *Coastal Living* Magazine Ultimate Beach House, open Wednesday - Sunday through November 27. The neighborhood, named one of the top five sustainable land developments in the United States, is situated on 100 acres along the Chesapeake Bay in Norfolk. East Beach is fashioned after classic Southeastern seaboard coastal villages, and the master plan for the \$500 million development includes 700 residences when complete. East Beach also offers neighborhood restaurants, boutique shops, a Bay Front Club, and offices. Public space, walking paths and bayfront greens enhance the vistas and create open spaces for the beachfront community. Boating, fishing and water sports of all types are steps away from the neighborhood. The neighborhood was also named Community of the Year in 2008 and 2006, and its beach was named one of the top restored beaches in America in 2007. East Beach is a unique initiative between the developers, East Beach Company LLC, the City of Norfolk and Norfolk Redevelopment & Housing Authority. Visit www.eastbeachnorfolk.com for more information or call 757-333-6650.

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