

For Immediate Release
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Cape Ann Farmers' Market Adds Seafood Throwdowns Dates Finale to be held on October 9th

Gloucester, MA – Due to popular demand the Cape Ann Farmers' Market will continue to host Seafood Throwdowns for the rest of the 2008 market season. Community's response has moved the organizers to add three more Seafood Throwdown events with the finale to be held on October 9th, the last day of this season's Farmers' Market.

The next Seafood Throwdown will be held on Thursday, September 11, 2008. Dubbed "The Main Street Brawl," the event will feature chefs from two restaurants located on Gloucester's Main Street: Chef Eric Landry of Passports and Chef Joe Schulz of Dog Bar. Judging the event will be Boston celebrity chef Didi Emmons of Veggie Planet and Haley House Café and Michael Wheeler, founder of Dancingspoon.com "the Facebook for Foodies!" and the opening and creative development partner in FINZ Restaurant in Salem. Peter Van Ness will be the master of ceremony for next week's Throwdown.

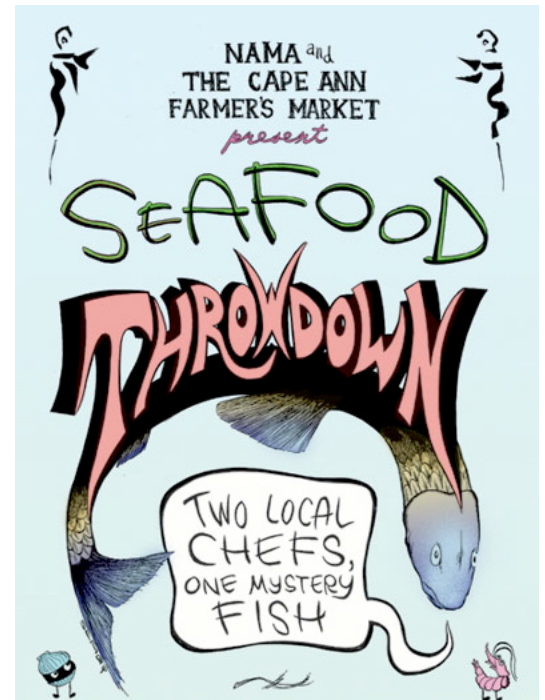
"Our original idea was to have two or three events and see how it goes. The response from the Farmers' Market customers and the larger community has been so positive that we decided to add more dates," said Jessica Hayes, Cape Ann Farmers' Market's General Manager. "When people began asking 'when is the next Throwdown?' we knew we had to keep going."

Seafood Throwdown was the brainchild of the partnership between the Cape Ann Farmers' Market and the Northwest Atlantic Marine Alliance (NAMA) as a way of promoting locally caught seafood and gauging the community's interest in Community Supported Fisheries (CSF). Tailored after the Community Supported Agriculture (CSA) model, a CSF brings freshly caught local seafood to our kitchens while providing fishermen with a better price on less catch. CSF members give the fishermen financial support in advance, and in turn the fishermen provide a weekly share of locally caught seafood to their shareholders.

"Farmers' Market customers already get the significance of eating sustainably and supporting local food producers, so it makes perfect sense for the market to highlight the importance of locally caught seafood to our customers. Seafood Throwdowns are a fun, engaging way of doing just that," said Hayes.

Future Seafood Throwdowns are currently scheduled for the following Farmer Market dates from 4:30 – 6 p.m.:

- Thursday, September 11, 2008
- Thursday, September 18, 2008
- Thursday, September 25, 2008
- Thursday, October 2, 2008
- Thursday, October 9, 2008 – Finale!



Artwork by Mike Scagliotti