



MEDIA ADVISORY

FOR IMMEDIATE RELEASE: December 9, 2010

CONTACT: James Haydu, 206-774-5225 or james@pikeplacemarket.org

“Meet the Producer” Theme Highlighted in New Pike Place Market Campaign

Holiday season ad features the merchants of the Market

SEATTLE – “A real place in a phony time,” is how a famous local architect once described the Pike Place Market. What grounds the Pike Place Market as a real place is the “Meet the Producer” tradition that’s been going strong since the Market’s birth in 1907. Customers meet the local owners of the mom-and-pop shops, the local farmers, the local artisans behind what’s sold at the Market.

The unique and historic character of the Market is captured in the holiday season ad campaign that television viewers can now see. “We wanted to show the actual local people who make this Market the place it is, in a way that actors totally could not,” said James Haydu, Director of Communications and Programs at the Pike Place Market Preservation and Development Authority.

Liza of Black Creek Botanicals, located on Western Avenue, says in the ad, “Because it’s not about big-box stores, it’s about small packages.” Authentic and handmade are prized over the mass-manufactured.

Look for more merchants in the Pike Place Market community to be featured in “Meet the Producer” commercials throughout 2011.

To view the current holiday ad, go to http://pikeplacemarket.org/news_events/press_room.

###