

## **FOR IMMEDIATE RELEASE**

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## **LEBANON CITY MARKET SUMMER SEASON NOW UNDERWAY ON THE HISTORIC SQUARE**

### **Weekly Downtown Market Brings Local Vendors, Live Music, and Family Fun to Downtown Lebanon Every Tuesday Evening**

**LEBANON, Ind.** — The summer season is officially in full swing as the Lebanon City Market, hosted by the Heart of Lebanon, returns to the historic downtown for its 18-week run.

Running every Tuesday evening through September from 5:00 PM to 7:00 PM, the market transforms Meridian Street, between Washington and Main Streets, into a weekly gathering place for neighbors and families. This year's lineup features a diverse mix of local farmers, bakers, and artisans. Visitors can look forward to the return of favorite staple vendors offering fresh cheese, locally raised meats, jams and produce alongside exciting new additions to the market this season, including sourdough flights, retro-themed treats, wild bird feeders, and gourmet spun cotton candy.

This season, live music sponsored by First Farmers Bank & Trust and Meta will be featured every single week, showcasing a dynamic lineup of musical styles that range from classic rock covers and folk to trop rock and even a unique handpan musician. These performances will run alongside dedicated weekly kids' activities featuring the market's cartoon tiger mascot, Sprout. To keep younger visitors engaged, children will have the opportunity to earn "Sprout Bucks"—which can be spent with many market vendors just like real money. Kids can collect these rewards either through frequent market attendance or by participating in the summer reading program at the Lebanon Public Library.

Adding to the excitement, the Heart of Lebanon has planned multiple themed nights throughout the season, including a Wild West night, a beach party, and a "Christmas in

July" celebration featuring a special visit from Mr. and Mrs. Claus. These interactive theme nights allow vendors to have some extra fun getting creative with their menus and dressing up, and attendees are highly encouraged to do the same! A full list of specific themed dates can be found on the market's social media pages.

Expanding its activities this year, the market will also host artist-led classes once a month in partnership with the Lebanon Arts Council. These specialized, hands-on workshops offer attendees a unique opportunity to get creative right on the square. Tickets for these monthly art classes must be purchased in advance on the market's website.

The Lebanon City Market is made possible through the generous support of local partners, including this year's presenting sponsor.

"Lilly Lebanon is happy to support the Lebanon Farmer's Market again this year," says Katie Reasoner, Senior Manager of Community Affairs at the Lilly Lebanon site. "We believe healthy communities start with healthy people, and our commitment to that extends well beyond our facility walls and into the place we're proud to call home."

Beyond serving as a community gathering space, the market functions as a vital economic driver for the brick-and-mortar businesses surrounding the courthouse square, drawing hundreds of visitors downtown every Tuesday night.

"As a business located directly on the square, we see firsthand how valuable the Lebanon City Market is to our downtown community," said Patrick Klooz, owner of Klooz Brewz. "The market creates consistent foot traffic, brings new faces into local businesses, and adds excitement and energy to the heart of Lebanon. At Klooz Brewz, we've experienced a direct positive impact from the market, and it's clear that events like this help small businesses grow while building a stronger, more connected community."

In addition to boosting downtown storefronts, the weekly event has fostered deep roots for regional producers, with some long-time vendors even leveraging local infrastructure to bring their goods to the square.

"We've been full time vendors at the Lebanon Market since the 2020 season," said Bill Moskal, owner of Saw-whet Farm. "We have a ton of great customers and have made great friends at the market. As we are trying more and more to reduce dependence upon our car, we have started attending the market on bikes, towing our bread and produce from Thorntown in trailers. The close proximity of the Lebanon market along the Big4 trail makes this very achievable and fun!"

The community is invited to head downtown every Tuesday evening from 5:00 PM to 7:00 PM to join in the fun. For more information, to purchase class tickets, or to view vendor details, follow the Lebanon City Market on Facebook or visit [www.lebanoncitymarket.com](http://www.lebanoncitymarket.com).

### **About The Heart of Lebanon**

The Heart of Lebanon is a non-profit organization dedicated to the revitalization, preservation, and economic growth of downtown Lebanon, Indiana. Through community events, business support, and beautification efforts, the organization works to sustain a vibrant, welcoming downtown district that honors the city's historic character while fostering a thriving local economy for residents, visitors, and small businesses.