



Three Outdoor Movies Coming to South Milwaukee Farmers' Market

Family-Friendly Shows Set For August 4, 11 and 18

SOUTH MILWAUKEE (July xx, 2011) – Shopping, dinner and a movie, anyone?

Customers at the South Milwaukee Downtown Market can do all three in August, as Groovy Movie Nights debut on Aug. 4, 11 and 18 at the farmers' market.

The family-friendly outdoor movies will begin at 8:15 p.m. each night, with the screen set up on the market's grassy seating area. The market will remain open until 7:45 p.m. on the three movie nights, giving customers an extra 45 minutes to enjoy shopping for produce, organics, arts, crafts and prepared food at the South Shore's largest farmers' market.

The movies scheduled to be shown are:

- **August 4: Megamind**
- **August 11: Gnomeo and Juliet**
- **August 18: Kung Fu Panda**

“This is a great addition to the market, and we’re really excited to bring these outdoor movies to downtown South Milwaukee,” market Chairman Bob Pfeiffer said. “A key part of our mission is to get people excited about coming downtown again. We do that every week with the farmers’ market, and the movies only build on that.”

Admission is free. The movies are sponsored by the South Milwaukee Chamber of Commerce, Moran’s Pub, the South Milwaukee Community Center and Tri-City National Bank. The Downtown Market has also contributed \$1,500 toward the event.

While the market has picnic table seating available, attendees should bring lawn chairs. Popcorn and refreshments will be available during the movies.

“More and more communities are doing outdoor movies, and, thanks to our sponsors, we can now bring this to downtown South Milwaukee,” said South Milwaukee Alderwoman Lisa Pieper, who created the Groovy Movie Nights concept. “And holding these at the farmers’ market makes perfect sense. We hope many of the market’s regular customers stick around to enjoy one of these great family-friendly movies.”

The South Milwaukee Downtown Market opened June 3, and its 20-week schedule runs through Oct. 13. It is held on Thursdays from 3 to 7 p.m., and it is located on 11th Avenue south of Milwaukee Avenue, across from Bucyrus International near the heart of the city center.

About the South Milwaukee Downtown Market

Area residents looking for a unique shopping experience travel to downtown South Milwaukee, where they find an eclectic mix of merchants selling fresh fruits and vegetables, baked goods, flowers, art, jewelry and other local goods. They also find a sampling of area restaurants, live entertainment and special events as part of what is a true destination for families, foodies and everyone in between. It's a simple yet ambitious vision – one that the South Milwaukee Downtown Market has achieved ever since it launched in July of 2009. Located on 11th and Milwaukee Avenues near the heart of the South Milwaukee city center, the Downtown Market has quickly grown to become one of the largest in the area with more than 60 regular vendors and hundreds of regular customers. It is operated by a committee of local residents, business owners and city and civic leaders that all have the same goal in mind: find new ways to breathe new life and instill new energy in downtown South Milwaukee.

South Milwaukee Downtown Market

www.smdowntownmarket.org and on Facebook and Twitter

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