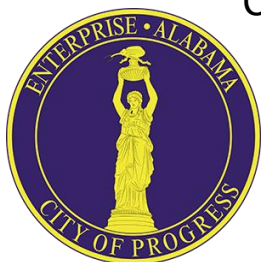


## FOR IMMEDIATE RELEASE

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### **Get ready for an “UnBollweevilble” Friday in Enterprise with WTVY**

Patrons of the Enterprise Farmers Market will have a rare opportunity this Friday to shop for their favorite home-grown vegetables and unique arts and crafts. The market will be open from 4 to 7 p.m. this Friday in conjunction with the Boll Weevil Block Party downtown.

“The combination of activities at the market at downtown is going to make for a fantastic Friday in Enterprise,” said Enterprise Tourism Director Tammy Doerer as she enthusiastically worked with Main Street Enterprise Director Mariah Montgomery on last-minute plans.

“Downtown is definitely the place to be Friday,” Doerer said. “We invite everyone to come downtown to dine, shop and be entertained. East College Street to the Farmers Market, we will have all kinds of things for you to enjoy.”

The Boll Weevil Block Party will center on East College Street, where the Los Locos Band will be performing live music from 4 to 7 p.m. Montgomery said tasty food will be provided by local restaurants and food trucks, including Tin Pig BBQ, Sno2Go, Tasty Treats & More, and J&R Dogs.

Local businesses will boast boll weevil-themed specials and extend their hours into the evening.

“Enjoy the entertainment district and sip as you shop,” Montgomery said. “Grab dinner from a downtown restaurant or a local food truck, dine under the dining tent on East College Street and enjoy the music as you dine!”

Local vendors and cornhole games will be set up on East College Street, and downtown businesses will boast boll weevil-themed specials and extend their hours into the evening.

Farmers Market Manager Birgit Briggs said more than 20 produce farmers and crafting vendors will be set up for this very rare Friday night market.

“They are looking forward to seeing you Friday so you can get an early start shopping for vegetables, fruits and canned goods for your special weekend meals. And while you are here, you will want to explore the unique arts and crafts that are available.”

Briggs agreed with Doerer and Montgomery that if you’ve never been to the market, Friday will be a great time to check it this great location for fresh-from-the-farm produce and the variety of other offerings that shoppers won’t find elsewhere.

The Boll Weevil Block Party and the Friday evening market are “firsts” for Enterprise, thanks to sponsors, Main Street Enterprise and Friends of Main Street.

“This is the perfect opportunity to support local businesses and celebrate Enterprise,” said Mariah Montgomery, director of Main Street Enterprise.

Doerer said the evening will offer something for everyone.