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**FOR IMMEDIATE RELEASE**

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**Broadway, VA –**

A ground breaking and presentation will be held on Wednesday, April 25<sup>th</sup>, 2012 at 9:30 a.m. on the lot at the intersection of Main Street and Rock Street, which is the future site of the Broadway Farmer's Market. Representatives from Farmers and Merchants Bank will be on hand to present a check for \$10,000 to the Town of Broadway, which will be used to help in the purchase of the lot.

Dean Withers, President and CEO of Farmers and Merchants Bank, stated that "our bank has thrived for over 100 years in the Valley because of the loyal customers who bank with us in each community. As part of our commitment back to these communities, we look for ways we can help stimulate the local economy. This new Farmer's Market is a perfect example of combining support for a "Go Local" campaign and enhancing the appearance of Broadway's main thoroughfare, and we're proud to be part of it."

The Farmer's Market has been operating in the parking lot of Dr. Rellin's office in downtown Broadway since its inception. This new location will give the market a permanent home and will also add additional green space to the Town. Furthermore, it will greatly enhance the appearance of the lot and Main Street in general. The Farmer's Market is open every Saturday during the growing season.

In addition to the funding from Farmers and Merchants Bank, the Town received a \$100,000 grant from USDA to perform the improvements to the lot. Work is anticipated to begin within the next week, and will be finalized by early summer.

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