

Main Street Torrington, Inc. Announces Major Changes for 2019 Event Season **Main Street Marketplace Moving to New Location - Two New Events Added to Lineup**

Torrington, CT - The board of directors for Main Street Torrington, Inc. who organize and produce Main Street Marketplace, have voted unanimously to move the event permanently to Coe Memorial Park in downtown Torrington starting in 2019. In addition to moving MSMP, the board also voted unanimously to expand their event offering to include the 2nd Annual Torrington Strawberry Festival and the 1st Annual Torrington Fall Harvest Festival. All three events will take place in Coe Memorial Park.

Main Street Marketplace

Coming off a very odd 2018 season that saw two rain-outs, MST decided last minute to produce a non-scheduled make-up date in mid-August. The only available location was the park. Because the response was so good, it became immediately obvious to the board that this was the best place to hold Main Street Marketplace.

“Between the beautiful grounds, the shade, bathrooms close-by, a more intimate setting, some built-in amenities that make producing MSMP easier and more affordable for us, it really was a no-brainer to move the event here” states MST Creative Director Edward Cannata, “especially after producing the strawberry festival in the park just a few months earlier, I had a hunch that MSMP would work just as well in this location. Coe Memorial Park is phenomenal place to produce an event and a wonderful asset to downtown Torrington.”

To celebrate the 10th anniversary of MSMP in 2019, the board is planning a few surprises that are still in development. Event dates are set though, with opening night on Wednesday, July 10th, followed by July 17th, 24th and 31st. Rain-dates are the following day. The hours will remain the same, 5 to 9pm. The ever popular Main Street Marketplace Express train will be moving to the park as well, with rides remaining at \$2.00 per person.

New Events for 2019

Main Street Torrington, Inc. is extremely excited to announce two new additions to our event schedule for 2019.

Torrington Strawberry Festival

Created by the Torrington Arts & Culture Commission, the 2nd Annual Torrington Strawberry Festival will now be organized and produced by MST. Coming off an extremely successful first year, this event captures the spirit of the spring with fresh strawberry shortcake, artisan vendors, music, food, the MSMP Express Train and much more.

This event is scheduled for Saturday, June 8th from 9am to 4pm in Coe Memorial Park. Rain-date is the following day. Look for Strawberry Shortcake LIVE and in person this at the festival and making her second parade appearance in the Torrington Memorial Day Parade, Monday May 27th 2019.

Torrington Fall Harvest Festival

Brand new for 2019, the 1st Annual Torrington Fall Harvest Festival will take place on Saturday, October 5th from 9am to 4pm in Coe Memorial Park. Rain-date is the following day. Get ready for all your fall favorites like hot apple pie, apple cider, seasonal pastries, artisan vendors, music, food, the MSMP Express Train and more. This event will be the perfect start to fall in New England with some early holiday shopping.

New Application System Launched for Vendors with New Lower Early-bird Rate

A new website has been developed to accommodate vendors who plan on applying for all or any one of the three events. The new website includes an online shopping cart designed to make it easier for applicants to pay their vending fees.

The web address is www.mainsttorrington.org and is open now for pre-applications. MST has lowered the early-bird rate to only \$60/day for merchant or organizational vendors who pre-apply, are accepted and pay by December 15th 2018.