



FOR IMMEDIATE RELEASE

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Torrington, CT - Main Street Torrington, Inc. (MST) a local not-for-profit organization headquartered in downtown Torrington excited to announce a major change with it's premiere summertime event, Main Street Marketplace.

In an effort to attract more vendors, and coupled with the recent change of venue from Main Street to Coe Memorial Park, the board of directors voted unanimously on a motion to re-brand the event.

The first major change is with the name. Main Street Marketplace has officially become the Torrington Summer Festival with the current schedule of four consecutive Wednesday evenings in July changed.

The Torrington Summer Festival will take place in Coe Memorial Park in downtown Torrington on two Saturdays exactly one month apart with the first of the two dates taking place on July 27th (rain-date July 28th) and second on August 24th (rain-date August 25th). The hours for the Torrington Summer Festival will be from 10am to 6pm.

"Sometimes you need to take a step back and analyze what's in front of you, and that's what we did with Main Street Marketplace. We noticed a downward trend in arts & craft vendors signing up for this 10 year old event and based on our projections we had two choices, keep it the same and let it go off as planned, with more of a business expo feel so-to-speak, or change the name and day of the event to make it more appealing to a wider audience of vendors", states MST Creative Director Edward Cannata. "The decision to make these changes became obvious to all of us".

In addition to the Torrington Summer Festival, MST also produces the Torrington Strawberry Festival which will take place on June 8th (rain-date June 9) and the brand new Torrington Fall Harvest Festival which will take place on October 5 (rain-date October 6). Along with the Summer Festival, these two events are also held in Coe Memorial Park with slightly different hours of 9am to 4pm.

All three events will offer a wide array of food trucks, the Main Street Express Train will be operating, taking riders around the park for only \$2.00 per ride and there will be a DJ on-hand playing music all afternoon.

If you are a vendor and would like apply or if you would like additional information please visit <http://www.mainsttorrington.org/welcomevendors> or call **860-410-6767**.

Vendor questions can also be sent directly to the Director of Vendor Relations, Rachel Kelly by emailing her at: rachelkelly@mainsttorrington.org.