



MEDIA RELEASE

**For Immediate Release
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**Contact: Bridget Monroe
Assistant to the Town Supervisor
(585) 784-5252**

Brighton Announces Summer Farmers Market Opening

The Town of Brighton is pleased to announce the opening of its Summer Farmers Market on Sunday, May 24 from 9 AM – 1 PM at the Brighton High School parking lot at 1150 S. Winton Road, Rochester, 14618. In keeping with state and local mandates, and following guidance provided by NYS Agriculture & Markets, market operations have been modified to safeguard the health of customers and vendors during the pandemic. These changes will ensure social distance is maintained and crowds are not created. As such, the Summer Farmers Market will not host music, kids programs, community groups or special events at this time. Dogs will not be allowed at the Market. All goods must be preordered and picked up according to the first initial of customers' last names or status as a senior citizen or person vulnerable to COVID-19.

The new operating procedures are as follows:

- Customers must preorder and prepay through the individual vendors. Vendors are linked on the Farmers Market website at <https://brightonfarmersmarket.org>.
- SNAP and FMNP recipients must preorder then pay with benefit cards at the market booth or coupons at the vendor booth.
- Where possible, one individual per family should pick up their order.
- Everyone must wear masks; vendors and customers alike.
- Per New York State only food, soap and sanitizers are available for purchase.

To reduce crowding, each hour of the market will serve different customer groups:

- 9 AM – 10 AM Seniors and vulnerable individuals
- 10 AM – 11 AM Last names starting with letters A-H
- 11 AM – Noon Last names starting with letters I-P
- Noon – 1 PM Last names starting with letters Q-Z

We know change is hard, but we are hopeful that these changes will be temporary and ensure everyone's health and well-being. Revisions to Market policies will be made as the situation allows throughout the summer. Please see the Market Website for the most up-to-date information:

<https://brightonfarmersmarket.org>

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