



**SUNDAY, SEPTEMBER 26, 2021**

# Fall in Love with the Market Again!

**GET EXPOSURE AT PHILADELPHIA'S FIRST ANNUAL S. 9TH STREET AUTUMN FESTIVAL**

**South Philly has been home to the South 9th Street Shopping District for over a century, and the last eighteen months have been a true test of our resilience. This fall, everyone is more than ready to get out and celebrate the strength of our community, and we invite your involvement!**

Take this unique opportunity to introduce your products to a broad spectrum of consumers through your company's presence in our radio, TV, print, and social media campaigns.

#### **ABOUT THE AUTUMN FESTIVAL**

After two delays (Spring 2020 and Spring 2021), the nation's oldest continuously operating outdoor market is finally able to host the party we've all been missing! It will be an extravaganza for the senses — streets lined with vendors offering a variety of delicious delicacies, live entertainment and more!

This one-day special event is ultimately about reuniting the merchants of the South 9th Street Shopping District with the friends and customers they love.

#### **ABOUT THE ITALIAN MARKET**

Begun in the mid-to-late 1880s, the South 9<sup>th</sup> Street Italian Market runs along 9<sup>th</sup> Street from Wharton to Fitzwater Streets. Today, while the outdoor vendors and many of the original Italian businesses remain, the market has diversified with new waves of immigration, providing a well-rounded shopping experience. Over 200 active businesses (open daily) host one million visitors a year across all demographic and income ranges.

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