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Pike Place Market Preservation & Development Authority (PDA)  
Info@PikePlaceMarket.org • P: 206.774.5225 • F: 206.786.7317  
PIKEPLACEMARKET.ORG • 85 PIKE STREET, ROOM 500 • SEATTLE, WA 98101

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**For Immediate Release**

Press Contact: Emily Crawford, Communications and Marketing Director

Tel: 206.774.5278

[emily.crawford@pikeplacemarket.org](mailto:emily.crawford@pikeplacemarket.org)

**\*\*\*Media Alert / Photo Opp\*\*\***

**PIKE PLACE MARKETFRONT GRAND OPENING WILL DEBUT NEW SPACE, VENDORS AND PUBLIC ARTWORK**

*Pike Place Market invites community to celebrate new expansion on June 29*



**WHO:** [Pike Place Market](#)

**WHAT:** [Grand opening celebration](#) of the [MarketFront](#)

**WHEN:** Thursday, June 29, 2017 from 2 to 7 p.m.

**Schedule of events:**

2 p.m. Grand Opening Ceremony with Mayor Ed Murray and special guests

3 p.m. The Pazific – world music with Latin and African rhythms

4:45 p.m. [The Dip](#) - an electrifying seven-piece ensemble that melds vintage rhythm and blues and modern pop

6:30 p.m. [Grace Love](#) – Seattle’s first lady of soul

**WHERE:** Pike Place MarketFront – 1901 Western Avenue, Seattle

**DETAILS:** Pike Place Market, one of Seattle’s top travel destinations, will reveal its much anticipated MarketFront to the public with a grand opening celebration on Thursday, June 29, 2017 from 2 to 7 p.m. The Seattle community at-large is invited to join the festivities, with an afternoon ceremony which includes Mayor Ed Murray, performances by local musicians, bites from MarketFront vendors and activities to help visitors explore the new space. Throughout the celebration, a MarketFront Passport activity will help attendees explore the expansion with a walking map to help guide Market-goers around the site. The MarketFront Passport features interactive stops at the new MarketFront vendors, the public art installations, craft demonstrations in the new Pavilion, the neighborhood center and the Market Charm fence overlooking the Puget Sound.

Additionally, members of the public who have donated to the Pike Up! campaign by the March 1, 2017 deadline will have the opportunity to view their Market Charms or Hoofprints fully installed in the completed project. Volunteers will be available to assist donors in locating their honorariums, as well as guests who may be interested in donating in the future.

The \$74 million MarketFront project realizes a long-held vision of Market advocates, who won historic designation for the nine-acre neighborhood in 1971. The expansion will also return farmers and producers to a site that was developed in the early 1920s for Market farmers and was long part of the public market before it caught fire and was made into a surface parking lot in 1974.

The new public space will provide:

- 30,000 square feet of open public space, including a public plaza and viewing deck with expansive views of the Olympic Mountains, Mount Rainier and Puget Sound
- 47 new table spaces for farmers and craftspeople on the MarketFront Plaza beneath an all-weather canopy with rollup doors to welcome the sea breeze
- Four new artisan vendors with production on site: Old Stove Brewing Co., Little Fish, Honest Biscuits and indi chocolate in 12,000 square feet of commercial and production space
- 40 low-income senior housing units with seven live/work artist units
- A neighborhood center, offering social service resources and a place for neighbors to gather and connect in the Market community
- Three public art installations: *NW Microcosm*, *Western Tapestry* and *Billie the Piggybank*
- 300 underground parking spaces; 33 bicycle spaces
- Future connection to the central waterfront

For more information on the MarketFront celebration, visit [www.MarketFront.org/GrandOpening](http://www.MarketFront.org/GrandOpening).

For a press kit on the MarketFront, visit [here](#).

**Pike Place Market** is Seattle's original farmers market, founded in 1907, and is one of the oldest continuously operating public markets in the U.S. The market operates within a nine-acre historic district and is a bustling neighborhood of hundreds of vendors, residents and businesses, including farmers, craftspeople, independent shops, buskers, and residents, many of whom are low-income seniors, and five social service agencies. [www.pikeplacemarket.org](http://www.pikeplacemarket.org)

**The Pike Place Market Preservation & Development Authority (PDA)** is a not-for-profit, public corporation chartered by the City of Seattle in 1973 to manage the properties in the nine-acre Market Historic District. The PDA is required to preserve, rehabilitate and protect the Market's buildings, increase opportunities for farm and food retailing in the Market, incubate and support small and marginal businesses, and provide services and affordable housing for low-income people.

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**Media Contacts:** Sam Schwartz / Jason Hamilton  
Richmond Public Relations / (206) 682-6979  
[sams@richmondpr.com](mailto:sams@richmondpr.com) / [jasonh@richmondpr.com](mailto:jasonh@richmondpr.com)