



Pike Place Market Preservation & Development Authority (PDA)

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MEDIA ALERT

MARKETFRONT GROUNDBREAKING CEREMONY

Seattle's iconic [Pike Place Market](#) will celebrate a historic milestone four decades in the making when it breaks ground on the Pike Place MarketFront, a dynamic, multi-level expansion, with a ceremony on Wednesday, June 24, 2015, beginning at 12:40 p.m. with a parade on Pike Place to the project site on Western Avenue. The event will include Mayor Ed Murray, city and state representatives, Pike Place Market Preservation and Development Authority (PDA) Council, Market Foundation Board, and members of Friends of the Market.

Who: Mayor Ed Murray; Pike Place Market Preservation and Development Authority Council (PDA); City, County and state officials; Pike Place Market Foundation; Friends of the Market, Chief Seattle Club; Market community members

What: Parade and Groundbreaking Ceremony for the Pike Place MarketFront. **Individual interviews will be available upon request with Ben Franz-Knight, Executive Director of Pike Place Market PDA, and Lillian Sherman, Executive Director of the Pike Place Market Foundation.**

When: Wednesday, June 24, 12:30-2 p.m.

- 12:30 p.m. Parade line up at City Fish on Pike Place at Pine Street; parade includes sponsors, partners, community groups, and drum line
- 12:45 p.m. Parade begins, travels north on Pike Place, to Virginia Street, turning west onto Western Avenue to future MarketFront site
- 12:50 p.m. End of parade reaches event site
- 12:55 p.m. Mayor Ed Murray, City Council members and speakers take places on stage
- 1 p.m. Stage program begins; Mayor speaks at 1:15 p.m.
- 1:25 p.m. Groundbreaking

Where: The parade will start at City Fish on Pike Place at Pine Street. The groundbreaking will be held at the future MarketFront site, at the Desimone Parking Lot on Western Avenue, south of Virginia Street and north of Stewart Street.

****Parking Information for TV trucks:**

TV trucks should approach the Desimone Parking Lot from the NORTH due to construction on Western Avenue. Parking will be available just SOUTH of Victor Steinbrueck Park, on the west side of the street, beginning at 11 a.m. A SPD officer will guide TV trucks into the parking. There are four spaces available on a first come basis.

Contact: Please RSVP to Emily Crawford at emily.crawford@pikeplacemarket.org if you plan on attending so that we are able to accommodate your needs.