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September 5, 2019

PRESS RELEASE

CITY OF IMPERIAL ANNOUNCES 2019-2020 MARKET DAY SEASON EVENT LINE UP

IMPERIAL, CA: The City of Imperial is pleased to announce the 2019-2020 Market Day Season Event Line Up! Join us in Downtown Imperial for our new four signature events highlighting the four seasons and various cultures of our community. Vendor and Sponsorship applications are now being accepted by the City of Imperial Community Services Department.

OUR NEW AND RE-IMAGINED SIGNATURE EVENTS

Fiesta de Los Muertos – October 19, 2019

Dia de Los Muertos, or Day of the Dead, will begin October 31 and run through November 2nd. In honor of that, the City of Imperial will be naming our fall signature event the Fiesta de Los Muertos as it does not fall within the respective timeframe. This event will feature alter exhibitions, a costume contest, kids crafts, live entertainment, and theatrical performances.

A December to Remember – December 14, 2019

This year the City of Imperial will feature one Holiday Season event combining Imperial Market Day's with the Annual Parade of Lights. The Parade will begin at 5th Street in Imperial and move north, turning left on Barioni Blvd to end at B Street. The December Market event will be staged just north of Barioni Blvd, on Imperial Avenue, between Barioni and 10th Street. Following the conclusion of the Parade of Lights, participants will be allowed to display their entries along the parade route and invite the community to admire their hard work and enjoy the evening with live music, kids crafts, an ice skating rink, and more to celebrate the holiday season.

Blues, Brews & BBQs – February 15, 2020

Imperial's re-imagined signature event, the Tri-Tip Cook-Off, will now feature craft beer vendors, live Blues music and of course BBQ! Teams will once again vie for the Tri-Tip Championship. Last year fifteen teams competed for the title, with five traveling from as far as Temple City, Ca.

Festival of Colors – April 18, 2020

Last, but certainly not least, the City of Imperial will close out our Market Season with the Festival of Colors. This event will celebrate the arrival of spring in the Imperial Valley and kick off with a 5K Color Run.

All Imperial Market Day events will feature locally grown produce, Julian Pies, Dudley's Bread, signature (local) vendors and artisan eats, specialty crafts and activities for the whole family.

ABOUT IMPERIAL MARKET DAYS

Imperial Market Days is a signature, sponsorship funded event series put on by the City of Imperial to promote quality of life opportunities locally and throughout the Imperial Valley. Starting in October, the events take place from 5 pm to 9 pm in Downtown Imperial. These events are free for the public to attend. The synergy between local businesses and the community has attracted record crowds of up to 13,000 people throughout our region. Over 100 vendors participate in each event.

HOW TO GET INVOLVED

To participate as a sponsor or vendor please contact the Department of Community Services at (760) 355-3316 or visit www.cityofimperial.org/imperialmarketdays.

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