



FOR IMMEDIATE RELEASE

July 8, 2024

Oak Creek Farmers Market to Host Senior Cafe Days

Oak Creek, WI: We are thrilled to introduce Senior Cafe Days at the Oak Creek Farmers Market, held at Drexel Town Square. Join us on July 13, August 10, and September 28 for a dedicated tented area where seniors can relax out of the sun and enjoy complimentary refreshments. The resting area will be centrally located to provide a convenient and comfortable spot for seniors to gather while exploring the market.

The Oak Creek Farmers Market, now in its seventh year, runs every Saturday from 9 a.m. to 1 p.m. until October 19. The market showcases a variety of farm-fresh foods and related items, much of which is locally grown. Visitors can enjoy vine-ripened produce, eggs, meats, honey, flowers, and seasonal favorites like strawberries, apples, and sweet corn. Each week, 65 vendors participate, with 16 vendors coming directly from farms.

"Offering seniors a place to gather was a key goal for the market this season," said Dawn Carrillo, Farmers Market Manager. "If successful, we will add more dates next season. Azura Memory Care has partnered with us for the past few years, helping us bring senior programs to the market."

The tented area will serve as a meeting place for seniors, a resting spot while family members shop, a place to cool off, or a hub for chatting with local businesses. There is no set programming; seniors are welcome to come and go as they please. "We aim to encourage seniors to get out of their homes on Saturday mornings, meet new friends, and pick up healthy foods for the week," Carrillo added.

Accessibility:

"We pride ourselves on our A+ rating for accessibility," Carrillo explained. The market is set up on hard surfaces accessible for wheelchairs. Ten handicap parking spots are located on the east side of the square. Indoor restrooms, which are air-conditioned and accessible, are available in the Civic Center and the commercial building on the northeast corner of the market. "A visit to the public library or a local restaurant for lunch might be a great way to end your Saturday visit," Carrillo suggests.

Senior Vouchers Tripled:

Another reason to visit the Senior Cafe is the tripling of senior vouchers! The Wisconsin Department of Health's Senior Farmers Market Nutrition Program offers checks to be used at farmers markets in the area. Thanks to the support of IBEW Local 494 Electricians Union, we typically double these coupons each week, but during Senior Cafe, they will be tripled. "We are the only market in the state that doubles senior coupons. By tripling their food share dollars, each \$9 coupon becomes \$27 at our market, encouraging healthy and local produce buying," Carrillo explained.

The Hunger Task Force of Milwaukee issues senior market checks. Contact them at (414) 777-0483 for more information.

Additional Features:

- Live music every Saturday.
- OC Sprouts children's programming each week, including Kids Coins, offering free \$2 weekly for kids to buy a healthy snack.
- Taste-It Tent with different produce samples each week.

There is ample free parking, bicycle racks around the square, and accessibility via Milwaukee County Transit System bus.

Drexel Town Square is in Oak Creek at the southwest corner of S. Howell Avenue and W. Drexel Avenue.

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