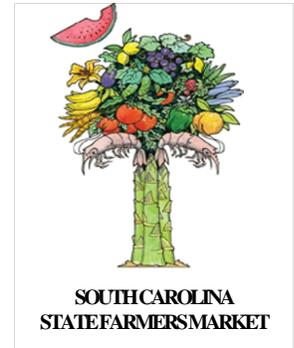


South Carolina Department of Agriculture

Hugh Weathers, Commissioner

FOR IMMEDIATE RELEASE



2012 Fresh Fest – *fresh, local, and fun!*

COLUMBIA, S.C. – May 25, 2012 – The South Carolina State Farmers Market will be the host site for Fresh Fest, a true festival amongst festivals, from 7 a.m. to 3 p.m. on Saturday, June 2, 2012. The event is sponsored by Active Carolina, an initiative to get children, teens, and adults active in the community. Fresh Fest is designed to bring a number of charities together to collectively increase visibility, reach a wider spectrum of participants, and partner throughout the year by forming mutually beneficial relationships.

Fresh Fest will benefit American Diabetes Association, The Ronald McDonald House, Carolina Children's Home, The Walker Foundation, Special Olympics of South Carolina, and Foundation's For Life (Non-profit arm of Active Carolina).

The day will begin with a 5K, a 10K, and a Walk to Fight Diabetes. While this is going on a local DJ will be playing some motivating morning music and Unbound Dance will offer lessons to the children as the festival and kid's fun zone cranks up.

The South Carolina State Farmer's Market will serve up 500 Free BLTs starting at 11 a.m. At the same time the live music will begin and the Food Truck Round-Up will begin to serve some of their famous local creations. Other entertainment that will be going on simultaneously will be a watermelon eating contest, games, dunk tank, mascots, face painting, and much much more.

Celebrity guests including Darren Sharper, Super Bowl champion with the 2010 New Orleans Saints and Rosa Gonzales, International Model and cover model of Maxim magazine, will be signing autographs shortly after the race awards presentation.

During the festival visitors are encouraged to tour the new Farmers Market facility, dine at Judy's at The Market in the Corbett Building, visit the farmers sheds, and check out the special displays created just for the Fresh Fest.

For individuals wanting a fun night out at one of the most exciting GALAs of the year come out the night before for the Fresh Fest GALA hosted by Columbia Style Week. This event will be held from 6 p.m. to 10 p.m. at the Phillips Market Center at the South Carolina Farmer's Market. The GALA will include a Silent Auction, Fresh and Fit Fashion Show, Live Music, Live Dance, and some surprise entertainment that will do nothing less than impress.

Visit www.scfreshfest.com for more information.

Contact:

Tim Goldman, scfreshfest@gmail.com