



**Pennsylvania Dutch Festival
Reading Terminal Market
12th & Arch Streets
Thursday, August 5 – Saturday, August 7, 2010**

Reading Terminal Market is one of America's largest and oldest farmers markets, housed since 1893 in the same National Historic Landmark building. Over 75 vendors sell a wide range of products including local specialties, local produce, poultry, meats, seafood, cheese, desserts, flowers and plants, housewares and Pennsylvania Dutch favorites.

Pennsylvania Dutch Festival brings the rich heritage of the Pennsylvania Countryside to the City! Featuring homemade donuts, cakes, pies, ice cream, preserves, canned peaches, Amish buggy rides, handmade quilts, brooms and woodcrafts, petting zoo and country and bluegrass music.

Pricing Range: Begins at \$1,750 per day depending on setup size and logistics.

Attendance: 67,985 over three days

Hours of Operation: 8:00am-5:00pm

Demographics: downtown professionals, neighborhood regulars, tourists, convention attendees. 61% earn \$40,000 or higher, 17% earn %100,000 or higher. 33% live in Center City.



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