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FOR IMMEDIATE RELEASE:

Mount Vernon Place Conservancy Opens Vendor Call for 2019 Flower Mart at Mount Vernon Place

(Baltimore, Maryland) – The Mount Vernon Place Conservancy (*“the Conservancy”*) announces that it has opened the vendor call for Baltimore’s annual rite of spring – Flower Mart at Mount Vernon Place. The event will be held on May 3-4, 2019 in the squares surrounding the Washington Monument.

Dr. Lance Humphries, Executive Director of the Conservancy, notes of this news: “We have been working with the community and stakeholders regarding our new vision for Flower Mart, and have had overwhelming support for a newly-envisioned festival that focuses on Baltimore’s many assets and the theme of the greening of the city.”

Flower Mart was founded in 1911 by the Women’s Civic League, an organization formed to advocate for better living conditions in the City of Baltimore. A focal point of the original market was to encourage flower, plant, and vegetable gardening in the yards of homes and vacant lots—thereby making them green. “We find this message relevant today,” adds Humphries, “and as the stewards of the city’s most historic green space, we plan to highlight the work of those who maintain and support urban green spaces.”

The Conservancy is seeking sponsorships for the event to ensure it is of the highest quality: “We are pleased that The Agora Companies stepped up immediately to be our first sponsor, recognizing the importance of the revitalized Flower Mart to the Mount Vernon community,” notes Humphries.

The vendor call seeks plant and flower vendors, garden supply, food, arts and crafts, as well as musicians to perform, and those capable of hosting educational workshops.

The early 20th century civic movement of greening urban spaces led not only to the first Flower Mart, but also to the 1917 redesign of the squares of Mount Vernon Place by Carrere & Hastings. In this period, cities across the nation were investing in their public spaces to counter urban decay and make urban centers beautiful.

“100 years later, Mount Vernon Place’s century-old infrastructure is in need of a major investment to once again realize those aspirations for the 21st century,” says Humphries.

Cherished traditions will be honored including Lemon Sticks.

The vendor call and application forms are found on the Conservancy website:
www.mvpconservancy.org.

More information about the Conservancy can be found online at www.mvpconservancy.org or on
Facebook: www.facebook.com/mountvernonplace

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