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**Love your local market**

## **Europe celebrates its markets**

**15 to 31 May 2015; 2 weeks of festivities at 2,000 street markets, market halls and wholesale markets in 16 countries**

For the first time, 60 street markets and market halls in 12 regions of Germany will be joining the European “Love your local market” campaign which runs from 15 to 31 May. From mid-May to the end of the month these markets will be staging many colourful, informative events and special campaigns, using the German slogan “Erlebe Deinen Markt” (experience your market) to highlight the vital role they play in supplying local consumers.

Andreas Foidl, member of the GFI board and managing director at Berlin Wholesale Market says, “We are very proud to be joining the ‘Love your local market’ movement. The initiative gives support to the many dedicated market operators who work to enhance public awareness of street markets, specialist markets and market halls.”

Markets are social meeting points and communication platforms. By shopping here, people boost regional economies and their many small enterprises. Markets combine tradition with modernity. Authentic traders give a personal guarantee for their goods. They are the experts, offering a wide variety of fresh, regional produce in good quality. “Joint events in the context of the ‘Love your local market’ campaign will focus the spotlight on specific regions and enhance consumers’ awareness of the social, cultural and economic role markets play,” says Andreas Foidl.



**Official international launch of the “Love your local market” campaign for Europe on 30 April 2015 at Brixton Market, London**  
*Representatives from Great Britain, France, Germany, Spain, Ireland, Holland, Sweden and Greece*



**Official national launch of the “Erlebe Deinen Markt” campaign for Germany on 5 May 2015 at Hannover Wholesale Market**  
*Representatives from Berlin, Bremen, Dortmund, Duisburg, Essen, Hamburg, Hannover, Cologne, Munich and Rostock*



### About “Love your local market” and “Erlebe Deinen Markt”

“Love your local market” was started in 2012 by the National Association of British Market Authorities (NABMA). In 2015 more than 2,000 markets in 16 countries in and beyond Europe are taking part in the celebrations. This makes “Love your local market” the biggest event for European markets.

The World Union of Wholesale Markets, WUWM, in The Hague initiated the international movement. German activities are coordinated by the GFI Association of German Fresh Food Markets in Berlin.

For further information please see:

- >> [www.erlebedeinenmarkt.org](http://www.erlebedeinenmarkt.org)
- >> [www.facebook.com/erlebedeinenmarkt](https://www.facebook.com/erlebedeinenmarkt)
- >> [www.loveyourlocalmarket.org](http://www.loveyourlocalmarket.org)

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