



# THE FRENCH MARKET'S 24<sup>TH</sup> ANNUAL CREOLE TOMATO FESTIVAL

**Friday JUNE 11<sup>TH</sup>: VIEUX-TO-DO PARADE & PRESS CONFERENCE**

10:30 a.m. Parade led by Tremé Brass Band begins at Washington Artillery Park

11:15 a.m. Press Conference: French Market Creole Tomato Festival, Louisiana Seafood Festival, & Louisiana Cajun-Zydeco Festival at Barracks Street (between Flea Market and the Mint)

11:45-12:30 p.m. Tremé Brass Band plays at the Farmers Market

12:45-3:00 p.m. Cooking demos at the Farmers Market

**June 12 & 13<sup>th</sup>: 11 a.m.- 6 p.m.**

## **Creole Tomato Festival**

**Music, cooking demos, tomato tastings, kids activities, arts market & more!**

(New Orleans, Louisiana, June 4, 2010)—One week from today, the historic French Market kicks off its 24<sup>th</sup> annual Creole Tomato Festival **with a parade featuring life-size Creole Tomatoes and 500 fresh Creole tomatoes to hand out to parade-goers.** The Creole Tomato Festival is part of the “Vieux-to-Do”, “Three Festivals, One Weekend” which also includes the Louisiana Seafood Festival and the Louisiana Cajun-Zydeco Festival. All three festivals will partake in the opening day celebration, which features the Tremé Brass Band leading the parade from Washington Artillery Park down Decatur Street to the Flea Market. The Tremé Brass Band will continue playing at the Farmers Market after the press conference, followed by cooking demos performed by Farmers Market vendors.

**An all-day array of Creole Tomato Festival activities will take place 11 a.m. to 6 p.m. on Saturday and Sunday June 12<sup>th</sup> and 13<sup>th</sup> throughout the French Market District, from Washington Artillery Park (across from Jackson Square) down to the Farmers Market, with main activities occurring in Dutch**

Alley and at the Market. **The Louisiana Seafood Festival and Louisiana Cajun-Zydeco Festival will take place June 11<sup>th</sup>-13<sup>th</sup> on the grounds of the Old U.S. Mint, with an additional music stage on Esplanade.** For a full schedule of the weekend's activities at the French Market visit <http://www.frenchmarket.org/events/>. For a full schedule of events for the Louisiana Seafood Festival and Louisiana Cajun-Zydeco Festival visit [www.cajunzydecofest.com](http://www.cajunzydecofest.com;); <http://louisianaseafoodfestival.com/>.

**The Creole Tomato Festival's main music stage will be at Governor Nicholls**, with performances by the Preservation Hall Stars, Freddie Omar Con Su Banda, Sharon Martin and First Take, Thelonious Monk Institute/NOCCA Quintet, and the Louis Prima Tribute Band, in addition to other local jazz, blues and swing musicians. **Each morning the festival begins with a secondline** (led on Saturday by Storyville Stompers and on Sunday by the New Wave Brass Band) from Washington Artillery Park down Decatur Street to the Farmers Market, where cooking demos take place in between musical acts.

**Creole Tomato Festival cooking demos include presentations by local chefs from Bacco, Rouses Market, Muriels Jackson Square, Seven on Fulton, Edible Schoolyard NOLA**, and others. Molly Kimball, RD, CSSD, of Ochsner's Elmwood Fitness Center and *Times-Picayune* nutritionist and columnist is one of several health experts who will join the demo stage to talk health and nutrition alongside a chef's preparation of tasty Creole tomato recipes. A limited number of samples will be offered to the public post-demos, including: Creole Crabmeat Caprese (Chris Montero, Bacco), Cajun Crust Chicken served over Creole Tomato Salad (Chef Nino, Rouses Market), Authentic Creole Sauce (Poppy Tooker), and Creole tomato salad with seared redfish (Chef Matthew Fultz, Seven on Fulton).

Purchases made at French Market District retail shops of \$25 or more will earn buyers **a free crate of Creole Tomatoes**, redeemable at a designated station at the festival. Souvenir Creole Tomato Festival items include red bandannas, recyclable shopping bags, t-shirts, tank tops, and aprons.

**New additions to the Creole Tomato Festival include:** an Arts Market at Dumaine sponsored by Dutch Alley Artists Co-Op and **a kids activity area in Dutch Alley's Performance Pavilion** (at St. Phillip Street) featuring circus arts workshops, drumming workshops, dance lessons, facepainting, coloring and hat-making activities, balloon art, juggling, "red carpet" photos, and more. **Lectures about the origins of the Creole Tomato** and the intersection of Louisiana food, music, and culture will take place indoors at the New Orleans Jazz National Historic Park on Saturday, June 12<sup>th</sup> at 1:00 and 4:00 p.m. between brass band and ragtime musical performances.

Another new feature is the launch of the "**French Market Fresh, French Market Fit**" initiative, encouraging the public to enjoy local produce while encouraging a fun and fit lifestyle. As part of this initiative, the festival will include a health fair area, where health practitioners will be on-site to answer questions and offer information on everything from diabetes prevention to children's dental health. **Information on the benefits of tomatoes as a cancer-fighting agent will also be available, as well as free "French Market Fresh, French Market Fit" posters.**

Plenty of fresh Creole Tomatoes and other local produce will be available for sampling and purchasing at **French Market Produce, Hollygrove Market & Farms** and **Mother Nature's Cupboard**, who will also offer a variety of prepared Creole tomato dishes for sale. Throughout the Farmers Market, vendors will feature a signature Creole Tomato dish as well as their signature local dishes, from crabcake passion (Meals from the Heart) to gumbo (N'Awlins Café and Spice Emporium) and muffalettas (Alberto's Cheese) smoothies and daiquiris (Organic Banana), pralines and pastries (Loretta's Pralines), strawberry

lemonade and much more (French Market Produce). Additional food booths will be located in Dutch Alley, featuring fried green tomatoes, Creole tomato basil crepes, stuffed Creole tomatoes, and Creole Jambalaya.

**The 24<sup>th</sup> Annual Creole Tomato Festival is sponsored by Rouses Market with additional support from Budweiser.**

