



FOR IMMEDIATE RELEASE  
October 8, 2009

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## **Downtown Norfolk Council Announces Farm Fresh as the Presenting Sponsor for Holidays in the City**

**Norfolk, VA** - The Downtown Norfolk Council is pleased to announce that **Farm Fresh**, the premier grocer in Hampton Roads, is the **Presenting Sponsor of Holidays in the City 2009**. A regional favorite, Holidays in the City, is a six week celebration of holiday sights and sounds. "This new partnership is especially meaningful to us as we celebrate our 25<sup>th</sup> year of bringing the holidays to Hampton Roads," said Cathy Coleman, President of the Downtown Norfolk Council.

Holidays in the City begins on the Saturday before Thanksgiving with the Grand Illumination of the Downtown Norfolk and Olde Town Portsmouth skyline. Immediately following the illumination, one of the region's largest events, the Grand Illumination Parade, winds its way through the streets of downtown Norfolk. From that magical night and throughout the holiday season, Holidays in the City captures the spirit of the season. And for the 5<sup>th</sup> year in a row, Holidays in the City has been identified as "One of the Top Twenty Events" in the Southeast by the Southeast Tourism Association.

"We are pleased to be associated with this award winning and cherished tradition," said Ron Dennis, President & COO of Farm Fresh. "It is another opportunity to show the residents of Hampton Roads how committed we are to the quality of life of all who live here."

Farm Fresh, also a regional favorite, operates 44 grocery stores, located in Richmond and the Hampton Roads areas of Virginia and in Elizabeth City, North Carolina. In addition, Farm Fresh also operates a free standing pharmacy at Children's Hospital of The King's Daughters in Norfolk, Virginia and for many years has been also been a major corporate supporter of CHKD as well as many other local charities.

The Downtown Norfolk Council is a private, not-for-profit membership organization comprised of businesses and individuals working toward a dynamic, attractive and prosperous Downtown. DNC also manages the Downtown Norfolk Improvement District, a 48-block Special Services District providing enhanced services that keep Downtown friendly, safe and spotless.

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