



FOR IMMEDIATE RELEASE

Media Contact: Julia Keim, Director of Marketing

Cell: 512-808-7285

Email: marketing@texasfarmersmarket.org

TEXAS FARMERS' MARKET ANNOUNCES MOVE OF SATURDAY MARKET TO NEW BELL DISTRICT DEVELOPMENT IN CEDAR PARK

Texas Farmers' Market at Bell will open on Saturday, May 25 and be the first destination in The Bell District, a new mixed use development coming to the heart of Cedar Park TX

(CEDAR PARK, TX - April 30) – Texas Farmers' Market (TFM) at Lakeline is set to become TFM at Bell, as the Saturday market prepares to move to the new Bell District development next month. The farmers' market is the first destination in the development to open, with dining, retail, recreation, and the new multi-story Cedar Park Public Library to follow. The market will be held at 200 S. Bell Boulevard every Saturday, starting May 25 from 9 a.m. – 1 p.m., all year round.

Executive Director for Texas Farmers' Market, Laura McDonald, stated that, "Our Lakeline market has become the go-to farmers' market for shoppers in Northwest Austin, Cedar Park, Leander and the surrounding areas for the last 13 years. Our current location has always been bolstered by the support of the dedicated local community of regular shoppers, and we're excited to bring them and our vendors an improved market experience at The Bell District."

In addition to a more centralized location, the new market will have ample free parking, as well as more greenery, shade, and seating areas for the community to stop and stay a while. The market will continue to offer live music every weekend in addition to special kids programming during Second Saturdays and other special events. In the future, The Bell District itself will allow families to make a full day of their visit by shopping at the market, enjoying the park and library, and supporting local retail and fine dining establishments.

"Cedar Park is becoming more of a cultural destination as Austin expands, and we are thrilled to see that expand with The Bell District and to be able to provide such a welcoming space for the community to access fresh, local food," says McDonald. "We hope that this will bring even more members of the northwest Austin community out to discover this market to support our vendors and local food system."

[PHOTOS & GRAPHICS](#)

[Texas Farmers' Market](#) operates two year-round, rain-or-shine markets in the Austin area – the new market at the Bell District in Cedar Park/North Austin area on Saturdays from 9am – 1pm at 200 S. Bell Boulevard , starting May 25th, and the Mueller market at 2006 Philomena Street on Sundays from 10am – 2pm. TFM is organized under F2M Texas as a 501(c)4 non-profit corporation centered around hosting and educating Central Texas producers and consumers to grow a sustainable food system. SNAP accepted year-round, WIC accepted April- October.

[The Bell District \(Bell\)](#) is a multiphase mixed-use project in Cedar Park, TX that is a public private partnership between the City of Cedar Park and RedLeaf Partners, LLC. The shared vision for Bell is to create a walkable destination that provides a use that serves everyone in the community and creates an urban experience via food & beverage and retail uses, in the heart of Cedar Park.

The new Cedar Park Public Library and Bell Park are currently under construction and will be the first uses to open at Bell in Q4 2024. Shops, restaurants, high density residential units, and additional park space will follow, as the first phase of development progresses.

Rob Shands, Partner at RedLeaf, the master developer of Bell, said, “We are thrilled to welcome TFM as our first activation at Bell. We are committed to creating a gathering place where local culture and commerce can flourish together, and the addition of TFM is the perfect building block toward that vision. We look forward to bringing this amenity to Cedar Park and our surrounding neighbors and are looking forward to the continued development of Bell as a community-focused destination.”

To learn more about the Bell District, visit www.belldistrict.com.