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***City of Jersey City to Celebrate Winter & the Holidays with
Street Festival; Project: Market to Feature 28 Local
Merchants & Artisans, 15 Food Vendors, 7 Food Trucks and
Holiday Activities***

JERSEY CITY – Mayor Steven M. Fulop and members of the Municipal Council in partnership with The Jersey City Project are kicking off the holiday season with the second annual **Project: MARKET**. The holiday market will run from **11:00 a.m. to 6:00 p.m.** on **Saturday, December 6th, 2014** and **Sunday, December 7th, 2014** outside of **City Hall on Grove and Mercer Streets**.

The heated and tented outdoor market will celebrate the start of the holiday shopping season by highlighting local merchants, celebrating seasonal items, and encouraging economic growth amongst small businesses. Melding an old-world bazaar aesthetic with elements from popular culture, the market is not unlike the downtown area where it's located – a burgeoning neighborhood rich with history and ripe with new development.

“Jersey City’s small business and artist community is one of the most diverse and exciting in the region and we are pleased to partner with the Jersey City Project on Project: Market to highlight and support our local businesses,” said **Mayor Fulop**. “I encourage all of our residents to stop by the market, shop local this holiday, and enjoy the food activities with their families.”

The 2014 Project: Market has grown to include more than 28 gift vendors, two bars, a Jersey City “Make It Yours” holiday gift wrapping station, 15 food vendors, seven food trucks, multiple photo stations, as well as a carousel and trackless train for the kids to enjoy, and a adult-size snow globe for photo taking.

The **FREE** holiday wrapping station is hosted by Creative Civilians, who will be collecting new, unwrapped toys for the Jersey City Youth Foundation and Mayor’s Toy Drive.

The event will feature new vendors each day. Come **EAT. SHOP. DRINK.** with us at City Hall Plaza!

All media inquiries should be directed to Jennifer Morrill, Press Secretary to Mayor Steven M. Fulop at 201-547-4836.//////