Yale Library community relations

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xc: R. Sackett

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DJP/RLC

FOR IMMEDIATE RELEASE

SOULARD MARKET MASTER RECEIVES NORTH AMERICAN AWARD

Sandra Zak, Market Master of historic Soulard Market received the first ever award as "Farmers' Market Manager of the Year" from the North American Farmers' Direct Marketing Association at its banquet celebration on Saturday, February 1, 1997.

In presenting the manager award, executive director Vance Corum acknowledged, "Sandra Zak has demonstrated dedication and service to Soulard Market's vendors and the St. Louis community" while providing assistance to other markets across the continent. Corum cited Zak's vision and persistence in acquiring funding for a Soulard Market study to better meet community needs in a changing marketplace.

"We wish to acknowledge, with this newly established award, the role that Soulard Market has played for more than 200 years in food distribution and cultural traditions within the St. Louis area," Corum stated, "and recognize that Soulard is one of many markets which have been integral to the economic lifeblood of small businesses throughout the United States."

Corum also noted that Zak is the first woman in Soulard's lengthy history to occupy the position of market master. "It is a tribute to the City of St. Louis that Sandra holds this position and is so hard working in the effort to revive and renew the Soulard Market," he said.

In her acceptance speech, Zak confirmed that this distinction "..is possible only because of the hard-working, dedicated vendors and loyal, supportive customers that make Soulard Market such a wonderful resource and exciting landmark in the St. Louis community."

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FOR MORE INFORMATION, CONTACT SANDRA ZAK AT (314) 622-4180

(I will be out of town until March 5, 1997 S.Z.)