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FOR IMMEDIATE RELEASE

Downtown Farmers' Market Implements *Fresh Food Drive to Help Hungry*

DOWNTOWN DES MOINES – Beginning Saturday, June 20, 2009 Downtown Farmers' Market vendors and patrons will have a chance to give back to the community by providing fresh food to the homeless and hungry in central Iowa through a new program called Meals from the Market. The new program is a collaborative effort between First Federal Savings Bank of Iowa, Hope Ministries and the Downtown Farmers' Market.

First Federal Savings Bank of Iowa and Hope Ministries will be at the Market collecting donations from both market vendors and patrons at a booth located at Second Avenue just north of Court Avenue, every Saturday, June 20 – Oct. 31 from 8 a.m. – noon. After the Market, the fresh food is then taken to Hope Ministries where it is made into meals and served to those in need.

"We are extremely grateful for the invitation to partner in this way. Our meal numbers have increased significantly and the fresh produce and other food donations will help us stretch our budget and enhance our meals," says David Burrier of Hope Ministries.

"We are excited to have this opportunity to partner with such quality organizations as Hope Ministries and the Downtown Farmers Market. This effort is a unique hands-on opportunity for all central Iowans to help those who have been affected during these challenging times. This partnership fits perfectly with our corporate goal of community service and our employees are excited to be a part of it" says David M. Bradley, CEO, First Federal Savings Bank of Iowa.

Market vendors, patrons, and the entire community are invited to help with this effort. Food and monetary donations of any size will be accepted and appreciated. Because the donation is going to Hope Ministries, it is tax deductible and receipts will be available upon request. Acceptable food donations include: produce, eggs, baked goods, canned goods, and prepared food – nearly everything you will find at the Market. Home gardeners and bakers who find themselves with extra are also encouraged to donate.

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Meals from the Market is a result of suggestions and requests from Market vendors who have asked Market organizers to coordinate a place to drop off food and products that didn't sell during the Market. Kelly Foss, director of the Downtown Farmers' Market explains, "While this is a perfect outlet for our vendors who don't sell all of their goods, we also hope Market patrons and others in the community will join our efforts to help the less fortunate in our community."

Media inquiries should be directed to Amy Baker at 515-577-7495 or 515-286-4919.

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Downtown Farmers' Market is produced by the Downtown Community Alliance. The Downtown Farmers' Market began in 1976 with just 15 vendors and an average of 200 shoppers and operated July - October. Today, the Market has more than 200 vendors and an average of 18,000 visitors each Saturday. The regular market season runs every Saturday, May – October from 7 a.m. – noon in the Historic Court Avenue District and also produces a Winter Season Market in November and December. The **Downtown Community Alliance**, in association with Greater Des Moines Partnership, is a non-profit organization whose mission is to achieve a shared vision for the future of Downtown Des Moines through leadership, advocacy and partnership. For more information, call Amy Baker at 515-286-4919 or visit www.desmoinesfarmersmarket.com.

First Federal Savings Bank of Iowa (www.firstfederaliowa.com) is a community-oriented bank that serves the Des Moines metro through branches located in West Des Moines, Clive and Ankeny. In addition, it has eight offices located throughout the state in Perry, Ames, Nevada, Fort Dodge, Burlington and Mount Pleasant.

Hope Ministries Hope Ministries has been serving the Des Moines community since 1915. They provide emergency shelter and long-term recovery centers for homeless and displaced men, women and children. Their facilities include Bethel Mission, Door of Faith, Hope Family Center, Hope Café and Hope Bargain Center. They serve three meals a day year round at their Hope Café. Hope Ministries serves over 12,200 meals and provides over 4,700 nights of shelter every month. Their services are available to anyone regardless of race or creed.