



San Luis Obispo
Sincerely, California.

Media Contact:

Lindsey Miller

Director of Marketing

805-786-2763

lindsey@slochamber.org

www.VisitSLO.com

San Luis Obispo celebrates nature's bounty with old-fashioned outdoor market and street fair

SAN LUIS OBISPO, Calif. — The fruit and vegetables are fresh-picked, the flowers fragrant and abundant, the tri-tip and ribs succulent and the atmosphere convivial. It's fall, and there's no better place to celebrate nature's bounty than at San Luis Obispo's world-famous Thursday Night Farmers' Market. No other event captures the essence of San Luis Obispo as vividly as this weekly event.

The breathtakingly scenic town of San Luis Obispo is located midway between Los Angeles and San Francisco on California's central coast. The town of 45,000 is nestled between the golden, rolling hills of the Santa Lucia Mountain Range and the sandy beaches and rugged cliffs of the Pacific shoreline.

Every Thursday night the main street (Higuera) in downtown San Luis Obispo is closed off for a colorful combination of street fair, community barbecue and farmers' market. What started as a way of luring visitors and locals downtown, has become an

event that is emulated by towns across the nation and one that has grown into a beloved weekly tradition for residents and visitors to the central coast.

Huge barbecues filled with racks of juicy beef ribs tempt passers by. Farmers hawk fresh produce from their pickups, including mountains of ripe-red strawberries, luscious avocados and vivid yellow peppers. In fall, fresh-pressed apple cider and crisp red and green apples from nearby orchards abound.

A collage of free entertainment is bound to amuse as jugglers, musicians, puppeteers, dance groups and magicians perform in the streets in brightly-hued costumes. Of course, people watching often proves to be the best form of entertainment as families enjoy their ribs curbside or do some friendly haggling over the price of a basket of perfect, juicy heirloom tomatoes.

San Luis Obispo's Thursday Night Farmers' Market, a time-honored tradition which truly captures the flavor, color and personality of San Luis Obispo, takes place from 6-9 p.m. weekly.

###

For more information about events, attractions and visitor services in San Luis Obispo, phone the San Luis Obispo Chamber of Commerce at 805-781-2777 or visit the Chamber's website at www.VisitSLO.com.