



## NEWS RELEASE

### **GREEN CITY MARKET SELECTS RIPSON COMMUNICATIONS AS FIRST PUBLIC RELATIONS AGENCY OF RECORD**

**CHICAGO** – April 20, 2017 -- Green City Market, Chicago's premier not-for-profit farmers market connecting local farmers with the Chicago community, announced their selection of Chicago based Ripson Communications as their public relations and marketing agency of record. Financial terms of the deal were not disclosed.

“We are thrilled to be working with Ripson Communications,” said Melissa Flynn, Executive Director of Green City Market. “We believe our educational offerings, chef demonstrations and farmers market awareness will meet the needs of a variety of additional Chicagoans this year. We are confident that Ripson Communication’s seasoned team can help us tell our story and enhance our image locally and nationally.”

Founded by chef and author Abby Mandel who returned to Chicago after visiting European sustainable farmer’s markets determined to create a similar market in her own city in 1998. Green City Market was her brainchild and began as a small startup with nine local farmers in the alley next to the Chicago Theatre. The Market quickly outgrew the location and moved to the south end of Lincoln Park where it currently operates May – October. In 2008, the Green City Market became year-round, remaining open November-April, first in the Lincoln Park Zoo and now in The Peggy Notebaert Nature Museum. In 2014, a West Loop location was added.

The message has come through loud and clear: Chicago wants and needs a year-round farmers market and, most importantly, one that supports local farmers and sustainable agricultural practices. The Market continues to experience crowds of over 175,000 visitors per year. From that first year in 1998 next to the Chicago Theatre to the present time, Green City Market has morphed into Chicago’s most vital farmers market.

Today, Green City Market is a nationally recognized marketplace model for distributing, promoting and educating about local sustainably-grown food.

Green City Market’s selection, Ripson Communications, is led by Chicago media team of president Lisa Ripson and executive vice president Chris Comes. The president is an Emmy-award winning producer who perfected the art of storytelling at NBC 5 Chicago for over ten years and regularly can be seen advising clients in newsrooms across the city of Chicago on a weekly basis. Ripson also worked at global agency powerhouse Edelman overseeing USAA, Banco Popular and Whirlpool.

Media veteran Comes earned his PR acumen on a regional and national level following a twenty-year career in the telecommunications and technology industry working in senior leadership roles for Fortune 500 brands AT&T, Sprint, Cingular and consulting firm A.T. Kearney. At AT&T, he was responsible for numerous product launches including the wildly successful launch of the first Apple iPhone in 2007 for the Midwest. Prior to joining Ripson Communications, he was national director of media relations and social media for Clearwire. His agency experience includes management roles at Golin and Fleishman-Hillard. He currently serves as an auxiliary board member of the H Foundation.

“We appreciate the support of Green City Market’s board of directors and staff in selecting Ripson Communications,” said Ripson. “Their story is one that can be told to new audiences both online and in print. We look forward to helping them in a variety of strategic ways to grow as an organization.”



## NEWS RELEASE

Today, the firm serves a variety of clients in the real estate, grocery, restaurant, medical and not-for-profit arena.

Clients have included the Lincoln Square Chamber, Edgewater Chamber, Lincoln Park Chamber, La Grange Business Association, Village of La Grange and Old St. Patrick's Church in the West Loop. Restaurant clients include Southern Cut Barbecue, La Buona Vita, McWethy's Tavern, Artango Bar & Steakhouse, The Spanish Square, Himmel's and Bistro Campagne. On the sports marketing side, the firm has worked with PGA of America, Green Golf Partners, Kemper Lakes Golf Club, Belleview Biltmore Golf Club, Mistwood Golf Club and McQ's Sports Dome. Finally, their firm led the U.S. launch of Toronto based online mobile shopping technology company Retail Common and the product introduction of Testing Timers.

Finally, Ripson is no stranger to successful farmers markets in Chicago. The firm also provides counsel to the Lincoln Square Ravenswood Chamber on their farmers market program which has garnered local and national recognition.

Ripson's team is hitting the ground running immediately with Green City Market and will be working closely with them in the coming weeks providing strategic counsel for Green City Market and coordinating a variety of announcements. Most recently, the firm coordinated the communications efforts for the opening day announcement at The Park at Wrigley for Green City Market with HSC and the Chicago Cubs organization.

###

### Media Contacts:

Lisa Ripson  
Ripson Communications  
(312) 952-7394  
[lisa.ripson@ripsoncommunications.com](mailto:lisa.ripson@ripsoncommunications.com)  
Twitter: @LisaRipson

Chris Comes  
Ripson Communications  
(312) 493-5921  
[chris.comes@ripsoncommunications.com](mailto:chris.comes@ripsoncommunications.com)  
Twitter: @ChrisComes

###