

**For more information, contact:**

Marilyn Heifner  
Executive Director  
Fayetteville Advertising & Promotion Commission  
479-587-9944  
mheifner@twncenter.com



**Fayetteville Farmers' Market: Slow Food trend thrives in Fayetteville**

For over 35 years, merchants, vendors, artisans, musicians and the Fayetteville public at large have gathered in the downtown square for the Fayetteville Farmers' Market.

Farmers from all around Northwest Arkansas bring handpicked fruits, vegetables, fresh cut flowers, and live plants and herbs to offer to residents and visitors, while craftsmen offer up handmade soaps, pottery, and a wide variety of handmade products as well.

With the growing popularity of organic foods and the Slow Food movement, the Fayetteville Farmers' Market offers a unique shopping experience for locals and visitors alike.

The Slow Food Movement was started to counteract fast food and fast life, the disappearance of local food traditions and people's dwindling interest in the food they eat, where it comes from, how it tastes and how our food choices affect the rest of the world. <http://www.slowfood.com/>

The movement is founded upon this concept of eco-gastronomy – recognition of the strong connections between plate and planet. Slow Food is good, clean and fair food. Proponents believe that the food we eat should taste good; that it should be produced in a clean way that does not harm the environment, animal welfare or our health; and that food producers should receive fair compensation for their work.

Everything at the Fayetteville Farmers' Market must be grown or made by the vendors.

The Fayetteville Farmers' Market is open Tuesdays, Thursdays, and Saturdays from 7 a.m. to 1 p.m. at the Downtown Square, Thursday afternoons from 4 p.m. to 7 p.m. in the Mill District in the spring, summer and fall, and Sundays in the summer from 9 a.m. to 1 p.m. at the Botanical Garden of the Ozarks.

<http://www.fayettevillefarmersmarket.com>

**Bicycle Popularity: new trails and local businesses stimulate bike interest**

Fayetteville is committed to alternative transportation and is paving the way by building miles of trail each year. With its breathtaking scenery and numerous trails, Fayetteville is an ideal location for the bicycle enthusiast.

- The Fayetteville Visitor Center rents road, mountain and children's bicycles to the public for an hourly, half-day, day or weekend rate.
- On May 9, 2009, Fayetteville Mayor Lioneld Jordan read a Bike to Work Week proclamation supporting National Bike to Work Week from May 11<sup>th</sup> to 15<sup>th</sup> that was followed by bike ride on Fayetteville's Scull Creek trail.
- An extensive trails system created by the Fayetteville Alternative Transportation and Trail Master Plan is currently growing at a rate of about five miles per year and will eventually become a 129-mile connected system throughout Fayetteville.
- The Bicycle Commuter Act was passed in 2009, which provides a way for employers to give bicycle commuters a \$20 a month as a tax-free fringe benefit.
- The Fayetteville Police Department has a bicycle patrol unit
- On June 11, 2009, the City of Fayetteville requested proposals for a bicycle rack art project to be located in front of the new District Courts building being constructed on the corner of Rock St. and Church Ave. A total of two bike rack sculptures will be selected with a budget of \$1400 per sculpture, which includes artist/design fees, materials and construction. Each bike rack will be capable of having two bicycles attached with either a standard U-shaped lock or cable lock.
- Fayetteville is home to several bicycle shops and clubs
- The University of Arkansas offers free bikes for student use on campus with its Razorbikes program. Razorbikes is a program that is jointly sponsored by Transit and Parking and the Associated Student Government. It is designed to make community bicycles available to students, alumni, faculty and staff.

### **Getting creative in Fayetteville: Art in unexpected places**

One of the many things that make Fayetteville such a great place to live or visit is the art that surrounds the city in so many different formats. Numerous public murals and sculptures can be found throughout Fayetteville as well as artist studios and galleries. From the vault gallery inside Fayetteville Underground to the walls of Arsaga's Coffeeshop to Baum Walker Hall inside the Walton Arts Center, Fayetteville offers the quality of a 'big city' art scene with the charm of a small town.

- In June of 2009, University of Arkansas Chancellor G. David Gearhart announced that he has commissioned a new public art oversight advisory committee tasked with increasing the amount of art available on the University of Arkansas campus for public enjoyment

- Famed architect and former University of Arkansas student and teacher Fay Jones designed several buildings in Fayetteville, including one of the most recognizable landmarks on campus and a shining example of public art, The Fulbright Peace Fountain, which sits directly between Old Main and Vol Walker Hall.
- The Fayetteville Chamber of Commerce, in its continuing effort to attract and support businesses involved in creative enterprise, announced in 2009 the formation of an arts, entertainment and creative economy committee, tasked with helping businesses and individuals network with each other and prosper economically
- Creative enterprises are Arkansas' third largest employer, according to a 2008 study funded by the Winthrop Rockefeller Foundation – ranking behind transportation and logistics, and perishable and processed foods.
- In 2000, 12 out of every 1,000 persons employed in Washington County was a full-time artist, designer or performer, according to the U.S. Department of Agriculture Economic Research Service.

<http://www.fayettevillearts.org/>

### **Famous in Fayetteville: Celebrity residents**

Over the years the city of Fayetteville has been the home to many famous and interesting figures including U.S. Senator J. William Fulbright, track sprinter Tyson Gay, Dallas Cowboys owner Jerry Jones and the co-founder of Wal-Mart, Bud Walton.

- President Bill Clinton and his wife Hilary were married in their first house off of California Boulevard. The Clintons lived in Fayetteville while both taught law at the University of Arkansas
- In 1836, Archibald Yell, a Fayetteville resident, was elected Arkansas' first congressman and second governor.
- In 2008, internationally renowned Mexican actor Damián Alcázar came to the University of Arkansas to take English classes through the University's Spring International Language Center.
- Lisa Blount, a Fayetteville native is an actress/producer; winner, along with her husband, of the 2002 Academy Award for Best Live Action Short Film -- "The Accountant." She has appeared in such films as "An Officer and a Gentleman," "Nightflyers," and "Great Balls of Fire."

- In 1856, the first published sheet music in Arkansas was written by a Fayetteville professor, Ferdinand F. Zellner, a noted violinist who taught music at the Fayetteville Female Seminary. The song was titled “The Fayetteville Polka.”
- Award-winning gospel singer, composer and author, Twila Paris currently resides in Fayetteville. She is known as today's "modern-day hymn writer" and has had 22 number one hits.
- Sarah Caldwell, a renowned opera conductor who was raised in Fayetteville. Considered a child prodigy in music and mathematics, she was giving violin recitals before age 10 and graduated from Fayetteville High School at the age of 14. She founded the Opera Company of Boston and brought it to national prominence, and in 1976 she became the first woman to conduct at New York's Metropolitan Opera.
- Jimmy Dykes, a 1985 graduate of the University of Arkansas where he played basketball for the Razorbacks, is a basketball sportscaster working for ESPN. Before working for ESPN, Dykes served as an assistant basketball coach at University of Arkansas.

### **Fayetteville Visitor Center: Something for everyone**

The Fayetteville Visitor Center is filled with Fayetteville merchandise, visitor information and friendly faces. Visitors are encouraged to stop by and check it out while in town, whether they need directions or just want to say hello. Located at 21 South Block Street on the Downtown Square, the Fayetteville Visitor Center is the city’s official provider of travel and tourism information.

- The Fayetteville Visitor Center rents road, mountain and children’s bicycles to the public that can be used on Fayetteville’s extensive trail system for an hourly, half-day, day or weekend rate.
- Free pamphlets, magazines, and brochures for the city of Fayetteville as well as the entire state of Arkansas are provided by the Fayetteville Visitor Center.
- The Fayetteville Visitor Center is a division of the Fayetteville Visitors Bureau, which was established in July 2002. The bureau started with 2 employees and has grown to 6 employees covering visitor services and four markets: association, university relations, group tours and sports. The bureau opened Fayetteville’s first visitor’s center in September 2007.
- The Fayetteville Visitor Center offers unique, locally produced t-shirts, music, books, and other products.
- Over 7,500 people visited the Fayetteville Visitor Center in 2008.

## **Arkansas Air Museum: showcase of aviation history in Northwest Arkansas**

Follow the colorful history of aviation in Arkansas through numerous displays of original artifacts and aviation memorabilia at the Arkansas Air Museum in Fayetteville. From world-famous racing planes of the 1920s and 1930s to an early airliner, the historic aircrafts in the Arkansas Air Museum make it one of Fayetteville's most valuable attractions.

- The all-wood white hangar, which houses the museum, is a part of American history, being former headquarters for one of the United States' many aviator training posts during World War II. It is one of the few remaining 1940s-era aircraft hangars and was placed on the Arkansas Registry of Historic Places in 1996
- Static displays at the museum range from the golden age of aviation to the jet age, including Vietnam-era Army helicopters and a Navy carrier fighter. Many of the aircraft in the Arkansas Air Museum collection are still airworthy, giving the attraction the nickname "the museum that flies."
- Richard Covey, an astronaut aboard the Space Shuttle "Discovery" carried a City of Fayetteville flag and an Arkansas state flag patch on the flight to salute his birthplace of Fayetteville. The flag, patch and other memorabilia of Covey are on display at the museum.
- The museum houses Wal-Mart founder Sam Walton's first personal aircraft, the Ercoupe 415-C.
- Among the various displays are salutes to northwest Arkansas World War I flying ace Field Kindley, golden age aviation record-setter and pioneer Louise Thaden, commercial airline Skyways and Fayetteville's Drake Field's role in the training of aviators for the Second World War.
- In the museum's restoration shop, visitors can watch antique airplanes being brought back to life under the care of master craftsmen.
- Conceived in December 1985 and opened to the public in August 1986, the Arkansas Aviation Museum quickly established itself as the state's first, and largest, air museum.