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**TASTY NEW SPECIAL, TO MARKET TO MARKET
TO BUY A FAT PIG, PREMIERES ON WEDU**
Old-Fashioned Markets Are Making A Come Back Across America

Tampa, FL - If shoppers want to buy really fresh salad greens, perfectly ripe raspberries or a culinary surprise of the best sort, they'll want to find an old-fashioned market - like a farmers' market or a vintage market house - with a variety of vendors. Dozens of these types of markets can be found throughout west central Florida: from Davis Island to downtown St. Petersburg to Sarasota - there's always an undiscovered treasure just around the corner. This wonderful world is explored through a crunchy, sweet and delicious celebration on **To Market To Market To Buy A Fat Pig**, which premieres on **Wednesday, August 1, 2007 at 8 p.m.** on **WEDU**.

From the Lexington Market in Baltimore, which has some of the best crab cakes in the world, to the small but exotic Hilo Farmers' Market on the Big Island of Hawaii, which is full of fruits and vegetables that aren't always familiar, this tour of a few outstanding markets throughout the country will undoubtedly delight and amaze. The variety of products and people keep the program as juicy and tender as an August peach in North Carolina. That "certain energy" is perhaps what makes markets such satisfying places for socializing, as well as shopping. "People talk to each other in markets," says program producer and narrator Rick Sebak, "and we were happy to meet and talk with so many people who helped us capture some of the joys and surprises of these places. As people continue to learn that 'fresh' and 'local' are important qualities, we hope this show might inspire a visit or two to a market in your neighborhood." "Our only regret is that we have but an hour of time to squeeze in all the great places we visited," Sebak continues. "They're all different and distinctive. Sometimes I think the only factor that links these places together is the word 'market' itself."

Sebak visits unexpected locations and less familiar food spots, like the Western North Carolina Farmers Market on the outskirts of Asheville, as well as spends a day amid the international abundance that makes Dekalb Farmers Market in Decatur, Georgia, totally unforgettable. **To Market To Market**

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To Buy A Fat Pig is the latest in a diverse set of public television specials that identify and applaud some often overlooked aspects of American culture. Other noted works of Sebak include the 2005 program, “A Cemetery Special”; “A Program About Unusual Buildings and Other Roadside Stuff” in 2004; as well as classic summertime favorites such as “A Hot Dog Program”, “An Ice Cream Show”, and “Great Old Amusement Parks”.

For more information about **To Market To Market To Buy A Fat Pig** and other WEDU programming, special events, outreach efforts and community partnerships, please visit **www.wedu.org** or call 800.354.9338. WEDU, a 501(c)(3) organization, is West Central Florida’s primary PBS station serving 16 counties including the Tampa, St. Petersburg, Pasco, Polk and Sarasota areas through multiple media disciplines including on-air broadcasting and online experiences. WEDU, recently awarded its second consecutive four-star rating by Charity Navigator, is financially supported by its local community, and provides the highest quality education, information, and entertainment programming on local, national, and international levels.

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