



FOR IMMEDIATE RELEASE

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Charm at the Farm Vintage Market Celebrating 5 Years of Women Supporting Women

2021 marks 5 years since this one-of-a-kind outdoor shopping experience began, and Charm is celebrating by uplifting two non-profits that support and empower women in all aspects of their lives.

LEBANON, OH – May 3, 2021 – The wildly popular Charm at the Farm Vintage Market has big plans to commemorate its fifth anniversary year this year. Not only will Charm at the Farm celebrate this exciting milestone with its vendors and attendees, but the owners have also partnered with and will be elevating two charitable organizations as their 2021 beneficiaries. These non-profits are focused on supporting and empowering women both personally and professionally, which is at the heart of the Charm vision.

Charm at the Farm Vintage Market began with the dream of two best friends, both busy working mothers, to repurpose and transform a 56-acre horse farm into an enchanting, open-air vintage market full of one-of-a-kind treasures from local artisans and makers, featuring primarily women-owned small businesses.

Just five years since Amy Doyle and Jayme Kuenkel launched their first Charm markets in 2017, the open-air shopping experience has grown into a must-attend event for women across the region each June, August and October. Thousands of devoted attendees, now known as “Charmers,” look forward to attending Charm markets to shop for unique pieces from Charm’s 115+ vendors and shops, which are carefully curated by Amy and Jayme to create the Charm-exclusive experience. Charm vendors offer an eclectic mix of vintage and handmade items, repurposed furniture, clothing, home décor, gifts and more.

Charm at the Farm has partnered with and will be showcasing these two non-profits throughout 2021:

Eve Center (locally-focused) – a Cincinnati-based non-profit dedicated to promoting healing and growth for women across the city through biblical, no-cost, safe and confidential peer counseling and training.

Sifa Collective (internationally-focused) – a faith-based, missional non-profit with Cincinnati roots that runs training centers for marginalized women throughout Tanzania, Africa focused on equipping them with the tools and skills they need to become successful small business owners in their local communities.

“Organizations like Eve Center here in Cincinnati and Sifa Collective in Africa provide women with the support and encouragement they need to heal, grow, learn, gain confidence and succeed,” said Jayme

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Kuenkel, co-owner and founder of Charm at the Farm. “Our aim for 2021 is to not only continue to offer a fun and unique Charm experience for our community, but also to pay it forward. We want to invite our Charmers to join us in making an impact and offering hope to women locally and around the world.”

This milestone year for Charm at the Farm is significant because it is a shining example that women are powerful, capable, and can accomplish their dreams no matter their circumstances, with proper support.

The Eve Center’s goal is to provide free care to women across Cincinnati who need support, counseling and training. Eve Center has locations in Blue Ash and Cleves, and a Loveland location is in the works.

“We believe in listening, encouraging, comforting and building into women right where they are, because we’ve been there too,” said Kenda Moss, executive director of Eve Center. “Our desire is that every hurting woman would have access to the emotional, relational, and spiritual care they need. We are thrilled to partner with Charm at the Farm to share the hope we provide through our free services.”

Sifa Collective will be on-site at Charm’s June Market selling their hand-made products crafted by Tanzanian women in Africa who have been through their Sifa Center training programs.

“When you equip women with tools and training, changemakers and community builders are created for generations to come,” said Stephanie Boon, co-founder and product designer of Sifa Collective. “We are so grateful to be partnering with Charm at the Farm to showcase how we are empowering Tanzanian women to create their own businesses and grow their communities.”

“As we celebrate Charm’s 5th anniversary year, we want to inspire more women and show our daughters - if you can dream it, you can do it,” said Amy Doyle, co-owner and founder of Charm at the Farm. “That’s why we are inviting the community to join us in supporting these two great causes committed to supporting and equipping women holistically. The Eve Center and Sifa Collective do such important work to lift up women, and their missions are near and dear to our hearts. Please plan to join us at our 2021 markets to support these causes as we celebrate 5 fabulous years since Charm began!”

In addition to Eve Center and Sifa Collective, there will be 15 brand new vendors featured at Charm for the first time this June, alongside several new food trucks serving everything from coffee, tacos, BBQ, pizza, kettle corn and more. Charm at the Farm is presented by the local boutiques, Blume and Fleurish.

Charm at the Farm will once again be following the latest health and safety guidelines from local officials to ensure its 2021 markets are safe for those who wish to attend. Visit charmthefarm.com/stayingsafe to view Charm at the Farm’s complete Covid safety guidelines.

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Charm at the Farm is located at 4953 Bunnell Hill Rd. in Lebanon, Ohio.

The 2021 market dates are:

June 11-13 | August 20-22 | October 15-17

All Friday and Saturday Charm at the Farm tickets must be purchased ONLINE IN ADVANCE for the 2021 markets. Sunday tickets will be available both online and at the gate.

VIP and early bird tickets include complimentary re-entry for the entire Charm weekend.

Friday night VIP night tickets are \$18, Saturday early bird tickets are \$15, Saturday general admission tickets are \$10, and Sunday general admission tickets are \$6. Parking is free. View more details, buy tickets, read FAQ and more at charmthefarm.com.

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About Charm at the Farm

Charm at the Farm is an open-air vintage market located on a 56-acre former Clydesdale horse farm in quaint, Lebanon, OH. The best local artisans and shops come together exclusively at Charm at the Farm just three fabulous weekends a year to create an exciting, outdoor shopping experience like no other. This innovative market features rustic gifts, furniture and home décor all in one vibrant place. Learn more at charmthefarm.com. Follow Charm on Facebook and Instagram @charmthefarm.

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