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FOR IMMEDIATE RELEASE

MDA RELEASES DATES FOR MISSISSIPPI MARKET WHOLESALE SHOW

JACKSON, Miss. – The Mississippi Development Authority (MDA) will host the 7th Annual Mississippi Market Wholesale Show June 14-15, 2002. The event is open to retail merchants from Mississippi and surrounding states, and will showcase the products and services of Mississippi Manufacturers, wholesalers, service providers and artisans.

All Mississippi-based companies with products for re-sale in stores can exhibit in Mississippi Market, as well as companies with products or services to be used by exhibitors or retailers. According to Jenny Wilkinson, who serves as director for the event, “The quality of the products shown at the Market, as well as the variety, is outstanding. Since 1996, the show has tripled in size, going from 55 vendors to an expected 160 this year.”

Thousands of retailers from Mississippi and surrounding states will receive invitations to attend the 2002 Mississippi Market. There is no charge to attend, and retailers can place orders on-site for merchandise. The show is closed to the public, so retailers will be required to provide credentials. Over 1000 buyers are expected to attend the show.

“We are excited about this year’s event,” said Robert J. Rohrlack, Jr., executive director of the MDA. “The event has tripled in size since it began, and we realize how important this event is to Mississippi wholesalers.”

Live ornamental plants are the newest addition to the Mississippi Market. “The Gardens” section will feature live plants, along with garden furniture and accessories.

“I am very pleased with the direction of the show, and that Mississippi retailers can buy products at a local show,” added Wilkinson. “The retailers are extremely pleased with the Mississippi Market.”

Retailers and suppliers interested in participating should call 1-888-886-3323, or visit www.mississippimarket.org. An exhibitor package is \$225 before April 22, 2002, and \$325 after that date.

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