



FOR IMMEDIATE RELEASE

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**Charm at the Farm Returns
for 2024 with NEW Vendors, NEW Charm Wellness Lounge,
and a NEW Charitable Beneficiary, The Centurion Project!**

This one-of-a-kind, upscale, outdoor shopping experience returns this June, August and October on a mission to support local businesses, mental health and community wellness.

LEBANON, OH – May 1, 2024 – The wildly popular Charm at the Farm Vintage Market is returning for its eighth year of open-air shopping markets, on a mission to pay it forward while cultivating community health and wellness, and supporting a new mental health initiative.

In addition to several new, and enhanced elements to the Charm experience this year, the owners are thrilled to announce Charm’s 2024 beneficiary partner as The Centurion Project.

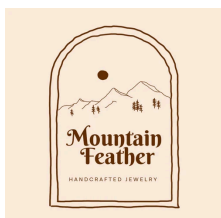
With markets set in June, August and October, \$1 of every 2024 Charm at the Farm ticket will directly benefit The Centurion Project, which partners with local churches to provide mental health support for active-duty military and Veterans grappling with trauma.

“We are honored to be chosen as Charm’s charitable beneficiary partner this year,” said Katie Moss, Missionary Leader for The Centurion Project. “The funds raised through Charm will be dedicated entirely to financing our inaugural “Mission:Restore” and “Mission:Hike” trips, providing essential equipment and materials for participants. Charmers’ generosity will enable us to expedite our impact in the lives of military and veterans by helping warrior families find hope and healing from military trauma. We deeply appreciate Charm at the Farm’s support!”

Continuing the aim of cultivating community wellness, Charm is also debuting a brand-new Wellness Lounge section of the farm this year, which will include local health and fitness vendors providing interactive experiences such as acupuncture, neck/shoulder massages, IV hydration stations, chiropractic consults, organic juices, and so much more!

Charm at the Farm Vintage Market was born from the dream of two best friends, Amy Doyle and Jayme Kuenkel, 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

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and makers, featuring primarily women-owned small businesses. Since the duo launched their first markets in 2017, Charm has become a must-attend event for women across the region.

Thousands of devoted attendees, known as “Charmers,” now attend Charm market weekends each June, August and October to shop for unique pieces from Charm’s 115+ vendors and shops, 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, jewelry, clothing, home décor, gifts and more.

“At Charm, we strive to promote and support small businesses and give back to our community,” said Amy Doyle, co-owner and founder of Charm at the Farm. “Not only will you enjoy a fun and fabulous weekend at the farm as you peruse and purchase unique items curated and created by our talented vendors, but you’ll also be a part of our collaborative mission to inspire wellness, while helping military families find hope and healing too.”

Charm is also welcoming more than 20 brand new vendors to each of its market this year. While the majority of Charm vendors are from Ohio, many will be traveling from Iowa, Missouri, Michigan, North Carolina, South Carolina, Kentucky, and Tennessee.

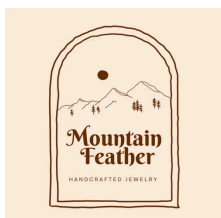
There will be more permanent jewelry and build-your-own hat bars at Charm this year, including personalized trucker hats! Be sure to also snap a pic in front of Charm’s signature photo opp at the Charm barn.

Charmers will also enjoy several new food and drink options including healthier options such as charcuterie boards, Hibachi and vegan options, alongside healthy popsicles, rolled ice cream, sweet and savory waffles, coffee, tacos, pizza, BBQ, funnel cakes, popcorn and more. The Hive Co. will also serve an exclusive Charm cocktail to Friday night VIPs along with wine and beer for Charmers to purchase on Friday and Saturday only.

Charm at the Farm Vintage Market is located at 4953 Bunnell Hill Rd. in Lebanon, Ohio. It is presented by the women-owned boutiques, Mountain Feather Designs and Fleurish, and sponsored by American Pie and Buckeye Charm.

The Charm at the Farm 2024 market dates are: **June 7-9 | August 16-18 | October 18-20**

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All Friday and Saturday Charm at the Farm tickets must be purchased ONLINE IN ADVANCE. 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.

Charm at the Farm tickets range from **\$10-20**. Parking is free. View all details, ticket options, 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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