



## FOR IMMEDIATE RELEASE

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## **Charm at the Farm Returns for 2025 with MORE Vendors, Ambiance Enhancements, Baby Mini Cows, and a NEW Charitable Beneficiary, the Giving Voice Foundation!**

*This one-of-a-kind, upscale, outdoor shopping experience returns this June, August and October on a mission to support local businesses and those dealing with memory loss.*

**LEBANON, OH – May 6, 2025** – The popular Charm at the Farm Vintage Market is returning for its ninth year of open-air shopping markets, aiming to pay it forward by facilitating the success of small, locally-owned businesses, while supporting overall wellness for our aging community.

In addition to several new and enhanced elements to the ambiance of the farm this year, including the arrival of new, baby farm animals, the owners are thrilled to announce Charm's 2025 beneficiary partner as the Giving Voice Foundation, which provides no cost community programs for older adults with Alzheimer's and their caregivers.

With markets set in June, August and October, \$1 of every 2025 Charm at the Farm ticket will directly benefit the Giving Voice Foundation, which aims to serve the more than 151,000 people across Greater Cincinnati who are either living with dementia or caring for a loved one who is.

"We are honored to be chosen as Charm's charitable beneficiary partner this year," said Krista Powers, Executive Director of the Giving Voice Foundation. "The funds raised through Charm will be dedicated entirely to helping fund our interactive community programs for those dealing with memory loss. We offer free music and motion programs, a floral arranging program, a ballroom dancing program and much more, alongside essential planning and peer support for caregivers, all at no cost. We deeply appreciate Charm at the Farm's support of our cause!"

Continuing the aim of cultivating community wellness, Charm is also partnering Prime IV Hydration & Wellness this year, which will offer complimentary B12 injections for those who purchase Charm swag, and gift card giveaways for attendees throughout each Charm weekend!

Charm at the Farm Vintage Market was born from one woman's dream to repurpose and transform a 56-acre horse farm into an enchanting, open-air vintage market full of unique treasures from local artisans and makers, primarily women-owned small businesses. Charm has become must-attend event for women across the region since it began in 2017.

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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 uplift small businesses while giving back to our community in meaningful ways,” said Amy Doyle, 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 and gifts from our talented vendors, but you’ll also be a part of our collaborative mission to inspire overall wellness as we age, particularly in support of those dealing with memory loss.”

Charm is also welcoming more than 30 brand new vendors to each of its markets this year. While most Charm vendors are from Ohio, many will be traveling from Pennsylvania, Indiana, Michigan, North Carolina, South Carolina, Kentucky, and Tennessee.

There will be a mini tattoo artist at Charm this year, and MORE photo opportunities than ever! Be sure to capture your memories in front of Charm’s signature backdrop located in front of the Charm barn! And snap a selfie with the newest additions to the Charm at the Farm herd – 3 miniature Highland baby cows – a male named Milk, and twin sisters Mildred and Marigold.

Charmers will enjoy several new food and drink options, including mini charcuterie, salads, fruits and healthy juices this year. VIP ticket holders will also enjoy complimentary wine and beer with their tickets and an exclusive Charm VIP cocktail available for purchase on Friday night only.

Charm at the Farm Vintage Market is located at 4953 Bunnell Hill Rd. in Lebanon, Ohio. It is presented by small business boutiques, Mountain Feather Designs and Rust & Cinder, and is sponsored by American Pie and Buckeye Charm.

The 2025 Charm at the Farm market dates are: **June 13-15 | August 15-17 | October 17-19**

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 \$9-20. Parking is free. View all details, ticket options, read FAQ and more at [charmatthefarm.com](http://charmatthefarm.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 [charmatthefarm.com](http://charmatthefarm.com). Follow Charm on Facebook and Instagram @charmatthefarm.

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