

FOR IMMEDIATE RELEASE

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McKinley Park News Welcomes Sponsor Maxwell Street Market

CHICAGO – The *McKinley Park News*, a micro-local news outlet covering the McKinley Park neighborhood of Chicago, is pleased to welcome the Maxwell Street Market as its newest Sponsor, said Publisher Justin Kerr.

The market, a decades-long Chicago tradition hearkening back to around-the-clock action at West Maxwell Street and South Halsted Avenue as immortalized in shows like *The Blues Brothers*, brings together vendors, performers and families every first and third Sunday for Chicago's most unique shopping experience.

"I've been a frequent customer of the Maxwell Street Market over the years," Kerr said, "and even caught a little bit of the original scene at Maxwell and Halsted in the late 1980s when I first came to Chicago."

Now the market takes place centered around the intersection of South Desplains Street and West Polk Street at 800 S. Desplains St., Chicago, on the first and third Sunday of every month. After a hiatus, it is restarting in August 2021 in the wake of the waning COVID pandemic.

Kerr said this opportunity came about through *McKinley Park News* membership in the Chicago Independent Media Alliance (CIMA), which has started to market group advertising buys for its members. Chicago's Department of Cultural Affairs and Special Events (DCASE) engaged CIMA to help market its Maxwell Street Market program and selected the *McKinley Park News* as one of the CIMA publications in which it wanted to advertise.

"These advertising buys and resulting revenue really make a big difference for a small news start-up like the *McKinley Park News*," Kerr said. "We're both happy and proud to help share word of the reopening of the Maxwell Street Market."

In addition to the benefits of an annual Sponsor subscription, the Maxwell Street Market has engaged the *McKinley Park News* for a banner advertising campaign to promote its reopening.

ABOUT THE MCKINLEY PARK NEWS

The *McKinley Park News* is a micro-local online publication covering the McKinley Park Community Area and Central Manufacturing District of Chicago from its website at <https://mckinleypark.news>. Its features include original news reporting, a comprehensive calendar of neighborhood events and an interactive membership and subscription system. Online as a neighborhood resource since 2012, the *McKinley Park News* launched its commercial operations in 2019 as a publication of Local News LLC.

It is a member of the Local Independent Online News (LION) media association, the Chicago Independent Media Alliance (CIMA) and the 36Squared Business Incubator.

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