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## **Bennington, Vermont will once again transform into “Garlic Town, USA” Labor Day 2022**

(Bennington, VT) – On Saturday, September 3rd Bennington, Vermont will once again transform into “Garlic Town, USA” in celebration of all things garlic and agriculture! Garlic Town, USA, formerly known as the award-winning Garlic Fest and produced by the Southwestern Vermont Chamber of Commerce, announced that the festival will return to downtown Bennington for the 2022 Labor Day weekend.

Bennington has become world-renowned for its annual garlic events held every year on Labor Day weekend. The town’s garlic events have been recognized as one of the top 10 garlic festivals in the world by Reuters, featured in Yankee Magazine, awarded Vermont’s Time-Honored Top 10 Fall Event and has been consecutively the Bennington Banner and Manchester Journals Reader’s Choice for Best Event in the Region.

Last year’s event saw over 8,000 visitors and residents stroll around downtown Bennington with garlic and food vendors, sidewalk sales, tractor rides and more. An estimated \$100,000 was spent by Garlic Town attendees in downtown Bennington in one day according to a post-festival poll put out by the Chamber last year.

This year the Garlic team at the Chamber is rolling out even more at the 2022 event.

“With the overwhelming success of last year’s downtown festival, we want to try some additional fan-favorites at this year’s festival,” says Matt Harrington, executive director of the Southwestern Vermont Chamber of Commerce. “This year we are bringing back even more vendors aiming for 125 to 150 vendors (last year had a little over 100). We are increasing food trucks and providers. We are bringing back the Garlic Bar which will be produced by Ramunto’s Pizza again. And, we are bringing back the bands!”

New this year is a brand new website produced by Frey Brothers Media. The dedicated website at [www.GarlicTownUSA.com](http://www.GarlicTownUSA.com) highlights vendors, tickets, bands, bars, history and more. Visitors will be able to easily find the vendors they are looking for through the search function and map layout on the website.

“One piece of feedback we got last year is that our festival page housed on the Chamber’s website needed to be expanded to accommodate the many questions any patron has coming to a festival in a new town,” Harrington explains. “Through the Agency for Commerce and Community Development’s Tourism & Economic Recovery Marketing Grant, we were able to create a dedicated website for Garlic Town, USA. We owe a huge thank you to the grant committee, as well as the team at Frey Brothers Media - this website will help us not only grow

the event, but also accommodate our guests as they enjoy a beautiful day in downtown Bennington. We are also using some of our funds to do a larger social and digital media campaign for the festival this year as well.”

Garlic Town, USA celebrates produce vendors, craft, artisans, and the spirit of Garlic Fest throughout downtown Bennington.

For more information on the event, visit: [www.garlictownusa.com](http://www.garlictownusa.com)