

For Immediate Release
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Sunset Night Market Collaborative
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Final Sunset Night Market of 2024 Features New Lineups and a Durian-Eating Contest

San Francisco – On Friday, September 27, the last [Sunset Night Market of 2024](#) will take place on Irving Street with a new entertainment lineup, all-ages carnival games fun zones, and special durian-eating contest on the main stage, all from 5pm-10pm on Irving Street from 19th to 26th Avenues.

Like the popular August event, attracting some 20,0000 people, the Night Market will celebrate the food, culture, and community that shapes San Francisco and the Sunset District. Local restaurants and shops will stay open late, live music and dance and will be on show throughout, and vendors will offer up unique food and art. Inspired by the original Playland amusement park, carnival zones with activities like mega obstacle courses and classic carnival games will offer unique family fun we usually don't get to experience in the City.

"20,000 people showed up to the Sunset Night Market because they are hungry for good food and a joyful experience. The Sunset Night Market is special because it brings people together to celebrate all the good things in life," said Sunset District Supervisor Joel Engardio. "As the largest night market in San Francisco, it offers something for everyone."

The Market is presented by the Sunset Night Market Collaborative, a collective including ASIAN, Inc., Into The Streets, Sunset Mercantile, and Wah Mei School. From the beginning, the Collaborative aimed to create an event in celebration of the immigrant and Asian-American businesses, families and culture of the neighborhood.

"It's also very special that Wah Mei School and Sunset Mercantile are among the organizers," Engardio said. "These organizations have been in the Sunset for many years and are dedicated to uplifting our community."

The event, which runs from the Main Stage will shift to Irving at 26th Avenue and feature remarks from electeds, the durian-eating contest, and a slightly different layout. Visitors can expect some new food and retail vendors. as well as brand-new programming - and a chance to line up for popular or sold-out booths they may have missed out on during last month's event.

In partnership with OEWD, the Market will showcase surrounding local businesses and introduce them to new audiences from San Francisco and the greater Bay Area. In addition to

local storefronts opening their doors, participating local brick-and-mortars include Taraval's FOAM Tea House, PPQ Beef Noodle House, Hokkaido Sushi Marketplace, and more.

The five-hour event will feature approximately 160 vendors, including:

- Onsite AAPI street food vendors located in the middle of the street in the style of classic Asian night markets
- A Durian-eating contest hosted by the office of Supervisor Joel Engardio
- Local artisans and makers with an emphasis on Asian cultures
- Highlighting the small businesses, unique shops and eateries of the Sunset District
- Live music and dance performances
- Carnival Games with prizes and fun activities for all ages
- Seating and places to gather and eat
- Elected officials

The market is presented by The Sunset Night Market Collaborative. The Office Of Supervisor Joel Engardio, The San Francisco Office of Economic Workforce Development (SFOEWD), Kaiser, and The Civic Joy Fund provide key partnerships and funding for the event series. Many community partners who are rooted in the San Francisco Asian and Sunset community are also contributing to the program, including the Outer Sunset Merchants and Professionals Association, People of Parkside Sunset and Sunset Chinese Cultural District.

ABOUT ASIAN, INC

ASIAN, Inc. empowers economic equity through affordable housing, business development, financial independence, and advocacy, serving Asian Americans and other socioeconomically disadvantaged communities. They provide in-kind services to support brick-and-mortar business and vendors participation in the night market.

ABOUT INTO THE STREETS

Into The Streets is a culture production studio specializing in outdoor civic and cultural events, community engagement, and capacity building for social impact organizations. They round out the skills and knowledge in executing large-scale community events like the successful Bhangra and Beats Night Market, a series of events in Downtown San Francisco that attracted over 10,000 attendees per event, and the Sunday Streets program that serves over 100,000 San Francisco residents with free recreationally opportunities every year.

ABOUT SUNSET MERCANTILE

Sunset Mercantile, the founding organizers of the Sunset Night Market has made it their mission to connect community, local commerce and causes in festive, family-friendly events. Over the last 10 years, SM has spearheaded or collaborated on hundreds of local markets,

events and projects that were local community-based and small business, art, culture, and enrichment-focused such as the Outer Sunset Farmers Market, Inner Sunset Flea Market, Cole Valley Fair, Dia De Los Muertos and North Beach Festival.

ABOUT WAH MEI

Founded 50 years ago, Wah Mei is a 501c3 non-profit whose mission is to provide a safe and nurturing, high-quality Chinese-English bilingual/bicultural environment. WM has successfully promoted multiculturalism in the community and leads multiple collaborative efforts including business and residential outreach and community building. WM has led multiple cultural events in Sunset/Parkside, including the Autumn Moon Festival, Lunar New Year, and AAPI Heritage Month.

CONTACT US

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