

SLUG: Boston Women's Market
REPORTOR
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Anchor intro	THE BOSTON WOMEN'S MARKET WAS FOUNDED IN 2017 BY CO FOUNDERS AFRICA RUBIO PASTOR AND CARA LOFFREDO. FOR FOUR YEARS, THIS MARKET HAS BEEN SUPPORTING LOCAL FEMALE BUSINESS OWNERS, GIVING THEM AN OUTLET TO SELL THEIR GOODS TO LOCAL SHOPPERS AT DIFFERENT SPOTS ACROSS THE CITY.
Footage of entrance of location	ON NOVEMBER 21ST, THE BOSTON WOMEN'S MARKET WAS OPEN FROM 12 O'CLOCK TO 5 O'CLOCK AT THE SPEEDWAY.
Shoppers	SHOPPERS ENJOYED A VARIETY OF GOODS ON SALE, RANGING FROM COFFEE TO CANDLES, AND ALL LOCALLY MADE, DESPITE THE RECENT TOLL THAT INFLATION HAS TAKEN ON SMALL BUSINESSES.
	CO FOUNDER CARA LOFFREDO SAYS THAT BECAUSE OF COVID, THERE HAS BEEN AN INFLUX OF PEOPLE SOURCING LOCALLY FOR NEW BUSINESSES, MAKING IT HARDER FOR PEOPLE TO GET THE MATERIALS THEY NEED.
Cara Loffredo sound byte	"They have to adapt, they have to change their vessel, change their material, because they haven't been able to source their normal go to."
Breya product	YAILEEN CEE OWNS A LOCAL BUSINESS CALLED BREYA. SHE CONFIRMS THE STRUGGLE THAT LOCAL VENDORS HAVE BEEN HAVING.
Yaileen Cee sound byte	"It impacted some of my sales today, I wasn't able to get some of the materials I

	needed...There's been difficulty getting even some of our basic materials."
Market B roll	LUCKILY, IT SEEMS THAT SOME VENDORS HAVE FOUND WORKAROUNDS TO THEIR SUPPLY ISSUES.
LilyBird product	ANNIE, THE OWNER OF LILYBIRD COFFEE, REUSES THE GLASS BOTTLES SHE SELLS, COLLECTING THEM FROM THE CUSTOMER WHEN THEY ORDER A NEW BOTTLE OF COFFEE.
Lilybird sound byte	"One thing that I'm super proud about my business is that it's focused on sustainability...I've been pretty lucky."
Market B roll	DESPITE THE ISSUES BEING CAUSED BY INFLATION, THE BOSTON WOMEN'S MARKET IS THRIVING. THE MARKET ON THE 21ST OF NOVEMBER WAS THE BEGINNING OF THE "HOLIDAY MARKET" CARA LOFFREDO SAYS IT WAS ONE OF THE MOST SUCCESSFUL EVENTS THEIR MARKET HAS SEEN.
Boston Holiday Market sign	THE BOSTON WOMEN'S MARKET WILL CONTINUE WITH THEIR HOLIDAY MARKET UNTIL DECEMBER 19TH, WITH ITS NEXT EVENT HAPPENING ON NOVEMBER 27TH AT "THE LAUNCH".