FOR IMMEDIATE RELEASE:
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Foodlink brings nutrition education to the barbershop

Cooking Matters at the Store pop-up tour Jan. 20 at Andre’s

ROCHESTER – Foodlink’s Cooking Matters at the Store program will be offering its usual tips for healthy eating and smart shopping at an unconventional setting this Friday.

It’s headed to the barbershop.

Andre’s Barbershop and Unisex Salon (881 Portland Ave.) will host the program, which teaches low-income adults how to shop for healthy, affordable food. Participants learn tips for purchasing healthy foods, comparing unit prices, and reading nutrition labels. Andre’s Barbershop and Unisex Salon is part of Action for a Better Community’s Healthy Barbershop Initiative, #700BrothersRoc.

“Our Nutrition Education staff strives to reach community members where they live, work and play throughout Rochester and we thought this would be a fun and engaging experience to bring our successful Pop-up Tours into a unique setting,” said Alyssa VanValkenburg, Foodlink’s Nutrition Education Manager. “Our Finger Lakes Eat Smart New York nutrition educators are looking forward to setting up shop in Andre’s and showing customers ways that they can shop for healthy and affordable food.”

Cooking Matters is part of Share Our Strength’s No Kid Hungry campaign. Foodlink serves as a Lead Partner for the program, and received significant support for this event from MVP Health Care, Finger Lakes Eat Smart New York and Action for a Better Community.

"#700BrothersROC is a barbershop-based men’s health initiative focused on education on health issues that are most prominent in the African American community, namely hypertension, diabetes, prostate and colorectal cancer, as well as access to and proper usage of primary care,” said Melissa Molongo, Health Resource Coordinator for Action for a Better Community. “Since eating well is a key part of managing and preventing chronic disease, Foodlink’s Cooking Matters Pop-Up Tours are an excellent resource for patrons and community members interested in gaining skills needed to prepare healthy food on a budget."

Participants will receive a reusable shopping bag, a $5 voucher for the Curbside Market (Foodlink’s mobile farmers market), a healthy recipe booklet, free hot-towel service and $3 off a haircut.
WHO: Foodlink, MVP Health Care, Finger Lakes Eat Smart New York and Action for a Better Community

WHAT: Cooking Matters at the Store Pop-up Tour

WHERE: Andre’s Barbershop and Unisex Salon, 881 Portland Ave., Rochester

WHEN: Jan. 20, 2017, 5-6 p.m.

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About Foodlink
Foodlink is a regional food hub and the Feeding America food bank serving Allegany, Genesee, Livingston, Monroe, Ontario, Orleans, Seneca, Wayne, Wyoming, and Yates counties. Our operations both alleviate hunger and target its root causes by distributing food to a network of human service agencies, serving meals through our state-of-the-art Community Kitchen, and offering more than 30 food-related programs. In 2016, Foodlink distributed more than 19 million pounds of food, including more than 5.7 million pounds of produce. Foodlink’s nutrition educators empower people to make healthy choices and our Food Access programs provide new access points to nutritious food in underserved communities. Our innovative approach directly addresses diet-related health disparities related to food insecurity. Learn more about our mission to end hunger and leverage the power of food to build a healthier community at www.foodlinkny.org.

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