

FOR IMMEDIATE RELEASE:
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Curbside Market releases summer schedule

Foodlink's 'produce aisle on wheels' serves 6 counties regularly

ROCHESTER – The freshest, most affordable and convenient market around continues to extend its footprint in Rochester and beyond.

Foodlink's Curbside Market, a year-round mobile farmers market designed to bring fresh, affordable produce to areas where fruits and vegetables are not easily accessible, began its summer schedule this week. The program, which began in 2013, will serve 84 sites regularly in six counties (Monroe, Ontario, Wayne, Livingston, Genesee and Orleans) this summer.

The Curbside Market is open to the public, and accepts cash, debit, SNAP and WIC and Senior Farmers Market Nutrition Program (FMNP) checks. Customers who use their SNAP benefits can get twice the value through the Double Up Food Bucks program.

A newly designed truck was also added to the fleet this summer thanks to support from Citizens Bank and Excellus BlueCross BlueShield. View the current schedule and find more information at www.foodlinkny.org.

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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 alleviate food insecurity by distributing food to a network of human service agencies and target the root causes of hunger through our state-of-the-art commercial kitchen and dozens of food-related programs.

Last year, Foodlink distributed 17.4 million pounds of food, including 4.9 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 to leverage the power of food to build a healthier community at www.foodlinkny.org.

To arrange interviews, see the market in action or view a county-specific schedule, contact:

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