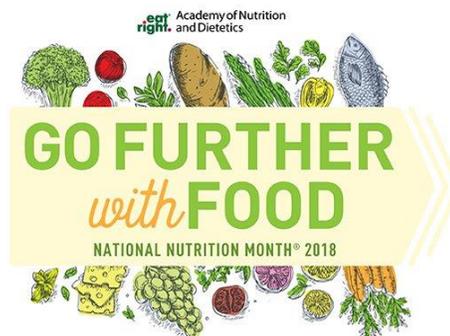


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National Nutrition Month underway

Foodlink's educators go 'above and beyond' during March awareness campaign

ROCHESTER – Ending hunger and building healthier communities doesn't happen simply with the distribution of food. Improving food literacy and the ability to educate and empower people to make healthier choices is one way Foodlink targets the root causes of hunger, and that takes center stage in March during National Nutrition Month.

Foodlink's team of nutrition educators have planned several events based on this year's theme, "Go Further With Food," and aim to provide numerous resources to help raise awareness about the benefits of eating healthy, and how to do so on a limited budget. Foodlink operates three nutrition education programs: Cooking Matters, which is organized nationally through the nonprofit, Share Our Strength; Just Say Yes to Fruits and Vegetables, a USDA- and state-supported SNAP-Ed initiative; and Eat Smart New York, another state-run program aimed at educating SNAP recipients.

"While our educators are committed to building a healthier community year-round, we use March to heighten awareness and spread our message far and wide," said Margaret Liljedahl, Foodlink's Nutrition Education Manager. "We'll have plenty of great events planned, valuable shopping tips to share, and delicious recipes to try. Lacking food literacy is one of the root causes of food insecurity, and this month, we're going above and beyond to educate the public."

Events include:

- **Just Say Yes to Fruits and Vegetables:** Meet our team at the City of Rochester Public Market on **March 8** and **March 22**. Workshops run on the hour between 9 a.m. and

noon and aim to educate the public with useful nutrition lessons and shopping tips, in addition to a recipe sample using produce purchased at the market.

- Foodlink's **Cooking Matters** team (in collaboration with other educators) will hold an event day at the PriceRite at 375 Driving Park on **March 9** between 9 a.m. and 1 p.m. Educators will be stationed throughout the store, offering shoppers healthy, money-saving tips, nutrition facts and cooking demonstrations. Participants will receive a book of recipes, a reusable shopping bag, and a \$5 PriceRite gift card.
- One of our **Finger Lakes Eat Smart New York** educators will hold a workshop in collaboration with our Curbside Market. Visit the market at the Maplewood YMCA (25 Driving Park) on **March 16** at 10 a.m. After the workshop, climb aboard the market and shop for some fresh, affordable produce!

Foodlink's annual National Nutrition Month calendar is now available online at www.foodlinkny.org. Along with the aforementioned events, each day highlights different recipes, tips to avoid food waste, and other resources, such as documentaries, books and podcasts, that feature various food-related topics.

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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. We alleviate hunger by distributing food to a network of hundreds of human service agencies and target the root causes of food insecurity through dozens of food-related programs and our state-of-the-art commercial kitchen. Last year, Foodlink distributed 17.4 million pounds of food, including 4.9 million pounds of produce, and served more than 1.1 million meals and snacks to children in our community.

Foodlink delivers multiple nutrition education programs aimed to help improve food literacy and empower families to make healthy choices. A suite of food access programs provide new access points to nutritious food in underserved communities. The Foodlink Community Kitchen prepares and delivers more than 4,500 meals daily to Rochester children, and supports our regional agricultural economy by minimally processing locally grown apples for distribution into schools and other institutions. 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.

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