

FOR IMMEDIATE RELEASE:  
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## **Foodlink embraces National Nutrition Month**

*Educators planning several events to raise awareness throughout March*

ROCHESTER – It’s time to “put your best fork forward.”

That’s the theme for this year’s celebration of National Nutrition Month, spearheaded by the Academy of Nutrition and Dietetics throughout the month of March. It’s also a time of year for Foodlink to promote the many ways its nutrition educators help improve the health and wellbeing of the Rochester community.

“Foodlink’s vision is a healthy, hunger-free community,” said Laura Sugarwala, Foodlink’s Senior Manager of Nutrition and Food Safety. “National Nutrition Month is a time for Foodlink and our partners to reinvigorate our commitment to increasing access to healthy foods, including fresh fruits and vegetables. Nutritious food has the power to prevent disease, strengthen our bodies, and transform our lives.”

There are several events planned throughout the month to promote healthy eating, starting March 3 with another Cooking Matters at the Store tour at Price Rite (1230 University Ave.) At various stations around the store, Foodlink educators and other partner organizations teach shoppers about key food groups, how to read nutrition labels and how to shop healthy on a tight budget. MVP Health Care provides key support for the event, which will run between 9 a.m. and 1 p.m.

Another Cooking Matters at the Store event is schedule March 18 at Andre’s Barbershop on Portland Avenue. Check out a full calendar of events, which includes many healthy, delicious recipes, at [www.foodlinkny.org](http://www.foodlinkny.org).

“Every day, Foodlink’s nutrition educators have the opportunity to go out into the community and empower folks of all ages to make healthier choices,” said Emma Denton, a Just Say Yes to Fruits and Vegetables Educator at Foodlink. “Foodlink’s Cooking Matters, Eat Smart New York, and Just Say Yes to Fruits and Vegetables programs support families and individuals in not only putting their best fork forward but to do so in a way that is affordable, convenient and delicious!”

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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 the root causes of it 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 to leverage the power of food to build a healthier community at [www.foodlinkny.org](http://www.foodlinkny.org).

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