

FOR IMMEDIATE RELEASE:
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Foodlink to host 4 ‘Cooking Matters at the Store’ tours in honor of National Nutrition Month

First public workshop scheduled for Tuesday at Price Rite

ROCHESTER – Foodlink’s nutrition educators will be busier than usual this March as they help the Rochester community celebrate National Nutrition Month.

The annual campaign created by the Academy of Nutrition and Dietetics focuses on the importance of making informed food choices and developing sound eating and physical activity habits. This year’s theme is “Eat Right, Bite by Bite,” referring to the small choices we can make to develop a healthier lifestyle.

One tactic that Foodlink employs to educate the community about shopping for and eating healthier foods is through “Cooking Matters at the Store” tours. Foodlink is a longtime partner with Cooking Matters, a program within the national No Kid Hungry campaign. The tours empower families to stretch their food budgets and help children get healthy meals at home. In honor of National Nutrition Month, Foodlink has scheduled four tours at four different stores throughout March.

“These store tours allow us to engage with community members right where they shop, so it’s a great opportunity to help them save money and make healthy choices,” said Margaret Liljedahl, Senior Manager of Nutrition Education at Foodlink. “During National Nutrition Month, we’re excited that our educators will get to empower shoppers with this knowledge at four different stores in the coming weeks.”

The dates and locations of each tour is as follows:

- **Tuesday, March 3:** Price Rite, 1200 University Ave. – 3-5 p.m.
- **Friday, March 13:** Walmart, 1490 Hudson Ave. – 1-3 p.m.
- **Wednesday, March 18:** Price Rite, 375 Driving Park Ave. – 4-6 p.m.
- **Friday, March 27:** Tops, 450 West Ave. – 2-4 p.m.

Also this month, shoppers at the City of Rochester Public Market can attend 20-minute nutrition education demonstrations every Thursday and Saturday. Workshops include a recipe demonstration and nutrition lesson, and are held at 9 and 10 a.m.

Foodlink also will be sharing plenty of nutrition education videos on its social media platforms (@foodlinkny). Learn more about National Nutrition Month by visiting eatright.org or FoodlinkNY.org.

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About Foodlink

For more than 40 years, Foodlink has leveraged the power of food to end hunger and build healthier communities in Allegany, Genesee, Livingston, Monroe, Ontario, Orleans, Seneca, Wayne, Wyoming, and Yates counties. Through good stewardship, innovation and collaboration, Foodlink mobilizes a diverse network of community partners to address both the symptoms and root causes of food insecurity.

Foodlink's community health programs provide new access points to nutritious and affordable food in underserved communities. We empower individuals and families to make healthy choices through nutrition and culinary education initiatives. Through our food bank, we distribute nearly 20 million pounds of food annually to a network of nonprofit partners. The Foodlink Community Kitchen nourishes thousands of children daily with healthy meals, slices locally grown apples that are distributed throughout New York, and prepares people for careers in the regional food industry through a one-of-a-kind career empowerment program. Learn more about how we are transforming lives and creating healthy futures for every community we serve at www.FoodlinkNY.org, or follow us on Facebook, Twitter or Instagram at @foodlinkny.

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