



**FOR IMMEDIATE RELEASE**

**NEARLY 300 ATTEND GREENWOOD AVE. FARMERS MARKET OPENING DAY EVENT**

*Market Featured Matching Dollar Incentives, Free Shopping Totes, Local Entertainment*

**Trenton, NJ – June 14, 2016** –The Greenwood Ave. Farmers Market once again became the community gathering place for nearly 300 residents and commuters in search of healthy, affordable food options, as well as health screenings and summer fun on Monday, June 13.

Located at 427 Greenwood Avenue, Trenton, NJ 08609 (*behind the Trenton Transit Center*), the Greenwood Ave. Farmers will be open every Monday through October 24, 2016, from 2:00 pm – 6:00 pm (except holidays). Onsite, free parking is available to market patrons.

Opening day for the market included a fun-filled community day with various giveaways such as Greenwood Ave. Farmers Market shopping totes, health screenings, games, healthy tasting demonstrations and music by DJ Ms. Sue Ms. Sue.

Each week, the market will feature Jersey Fresh fruits and vegetables, tropical fruits, meat, eggs, and fresh bakery items. Kale, zucchini, collard greens, green onions, peaches, pineapples, blueberries were just some of the fruits and vegetables featured this week.

Matching “Good Food Bucks” (\$2 for every \$1, up to a maximum of \$20) are provided for residents using SNAP and SFMNP vouchers who purchase fruits and vegetables. Individuals using SNAP, SFMNP and WIC vouchers also receive a \$1 match in “Greenwood Green” bucks for each dollar spent at the market.

“We are excited to offer a variety of matching dollar incentives which provide additional buying power to help make the healthy choice the easy choice for our Trenton families,” said Marissa Davis, New Jersey Partnership for Healthy Kids-Trenton Project Director.

Beginning Monday, June 27, 2016, the Greenwood Ave. Farmers Market will be the first in New Jersey to provide free dinner for children ages three to 18 as part of the USDA Summer Food Service program.

The market plans to host various special community events during the last Monday of each month. On June 27 will be an Art Fest showcasing local youth art, as well as an art class for adults. Additional events include: Water Fest (July 25), Fit Fest (August 29), Bike Fest (September 26) and Fall Fest (October 24).

**Food vendors participating in the market:**

- **Isles**—Trenton-grown produce from the Tucker Street Farm
- **Norz Hill Farm**—Jersey-grown fruits and vegetables
- **Franca Bakery**—Fresh baked breads, rolls and healthy baked goods

#### **Service providers:**

- **YMCA of Trenton** - Youth and adult exercise and dance sessions
- **Rutgers Cooperative Extension** - SNAP-ED and Family and Community Health Services (FCHS) - Tasting samples and nutritional information
- **Henry J. Austin Health Center** - Health screenings, Nutrition Education, Pharmacological services, HIV testing
- **St. Francis Medical Center** - Blood pressure screenings
- **FRN Health Insurance Navigator Program** - Enrollment support for health insurance
- **Capital Health** – Sun safety, stroke awareness, bike safety and breast health awareness
- **Horizon** – BMI, glucose and blood pressure screenings
- **Viva Pharmacy** – Patient counseling for medicine
- **NJ Commission for the Blind and Visually Impaired** – Vision and Glaucoma screenings
- **The City of Trenton/Trenton Health Team** – Project Impact Mobile Health Van (Blood Pressure, BMI, Glucose Screenings)

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#### **About Greenwood Ave. Farmers Market**

The Greenwood Ave. Farmers Market is the first of its kind in Trenton to provide residents easy access to local healthy food and health screenings. In 2015, nearly 4,000 residents visited the market. The farmers market is made possible by support from the New Jersey Department of Health, New Jersey Partnership for Healthy Kids (NJPHK), the Hunterdon and Mercer County Regional Chronic Disease Coalition, Wholesome Wave and Good Food Network. It is also in partnership with the City of Trenton, YMCA of Trenton, the Trenton Healthy Food & Fitness Network and Nexus Properties. For more information, visit our website at <http://www.greenwoodavefm.org> or on Facebook at [GreenwoodAveFarmersMarket](#) and follow us on twitter at [@greenwoodavefm](#).

#### **About New Jersey Partnership for Healthy Kids**

New Jersey Partnership for Healthy Kids (NJPHK) is a statewide program of the [Robert Wood Johnson Foundation](#) with technical assistance and direction provided by the [New Jersey YMCA State Alliance](#). The goal of the program is to convene, connect and empower community partnerships across the state in order to design and implement childhood obesity prevention strategies that support access to affordable healthy foods and increase opportunities for safe physical activity. In Trenton, the initiative is led by the YMCA of Trenton. For more information, visit: [www.njhealthykids.org](http://www.njhealthykids.org). Follow NJPHK on [Twitter](#) or on [Facebook](#).

## **About the YMCA of Trenton**

The YMCA of Trenton is an organization with a long-standing history in the Mercer County area. The organization stands on the foundation of Y-USA, the national organization which is 21 million strong and has more than 2,600 Y associations nationwide. With the assistance of this network the YMCA of Trenton continues to build stronger programs, engage more volunteers and strengthen the connections of the communities they serve in Trenton, Ewing and Lawrence. For more information, visit <http://trentonymca.org/>.