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FOR IMMEDIATE RELEASE

**New Jersey Olympian Joetta Clark Diggs Made a Special Appearance at
Greenwood Ave. Farmers Market's Water Fest**

Trenton, NJ — August 28, 2017 – New Jersey native and former Olympic athlete Joetta Clark Diggs made a special appearance at Trenton's Greenwood Ave. Farmers Market on Monday, August 28, 2017. The four-time Olympic competitor led an exercise routine and a water balloon toss at 1:00 pm to kick off the free community event.

"It was exciting to have Olympian Joetta Clark Diggs join us for the afternoon to lead activities for the community during Water Fest," said Chelsea Jackson, Greenwood Ave. Farmers Market manager.

Clark Diggs is a four-time Olympic runner, and founder of the Joetta Clark Diggs Sports Foundation. She also serves as a spokesperson for the Mayors Wellness Campaign, a program of the New Jersey Health Care Quality Institute. Clark Diggs had a successful 24-year career as a competitive 800-meter and 1500-meter runner, winning many collegiate, national, and world championships. Along with her decorated running career, Clark Diggs is a physical health and wellness advocate for children and

teens nationwide. The Joetta Clark Diggs Sports Foundation was founded in 2002 to promote involvement in physical activities for girls and boys ages K-12.

Clark Diggs' appearance at the Greenwood Ave. Farmers Market was made possible through a grant from the United Health Foundation to the New Jersey Health Care Quality Institute, which is collaborating with the Trenton Health Team to improve health literacy and reduce chronic disease in the Trenton community.

As part of the Water Fest event, children participated in educational activities at water-themed stations around the market and even played on a 22-ft. water slide. Approximately 20 volunteers from the Trenton Health Team, the New Jersey Health Care Quality Institute, and United Health Foundation supervised various activities which included water-themed STEM (Science, Technology, Engineering, and Math) exhibits, a craft table, and games such as fishing for prizes. Market visitors received free sunglasses and hand towels during the event.

Each week, the Greenwood Ave. Farmers Market features Jersey Fresh fruits and vegetables, tropical fruits, meat, eggs, and bakery items. Along with healthy food options, the farmers market provides free health screenings, live music, nutrition education, and cooking demonstrations. The Greenwood Ave. Farmers Market continues to be the only farmers market in New Jersey to offer free USDA summer meals to children. The summer dinner program provides free, healthy meals to Trenton kids ages 18 and under and will continue every Monday from 3:30 pm-5:30 pm through August 28.

The market accepts SNAP, WIC, and SFMNP vouchers. Matching "Good Food Bucks" (\$2 for every \$1, up to a maximum of \$20) are provided for residents using

SNAP to expand access to 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.

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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. The farmers market is made possible by support from the New Jersey Department of Health, New Jersey Partnership for Healthy Kids (NJPHK), and the Hunterdon and Mercer County Regional Chronic Disease Coalition. It is also in partnership with the City of Trenton, the Trenton Healthy Food and Fitness Network, and Nexus Properties. For more information, visit us 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 to design and implement childhood obesity prevention strategies that support access to affordable healthy foods and increase opportunities for safe physical activity in the cities of Camden, Newark, New Brunswick, Trenton, and Vineland. In Trenton, the initiative is led by the YMCA of Trenton. For more information, visit: www.njhealthykids.org. Follow NJPHK on [Twitter](#) and [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 www.trentonymca.org.

About New Jersey Health Care Quality Institute

The New Jersey Health Care Quality Institute is the only independent, nonpartisan, multi-stakeholder advocate for health care quality in New Jersey. The organization’s mission is to undertake projects and promote system changes that ensure that quality, safety, accountability, and cost-containment are closely linked to the delivery of health care services in New Jersey. The New Jersey Health Care Quality Institute conducts local health and wellness programs through its Mayors Wellness Campaign initiative, and is a longstanding partner of the Trenton Health Team.

About United Health Foundation

Through collaboration with community partners, grants and outreach efforts, United Health Foundation works to improve our health system, build a diverse and dynamic health workforce and enhance the well-being of local communities. United Health Foundation was established by

UnitedHealth Group (NYSE: UNH) in 1999 as a not-for-profit, private foundation dedicated to improving health and health care. To date, United Health Foundation has committed nearly \$315 million to programs and communities around the world. We invite you to learn more at www.unitedhealthgroup.com/SocialResponsibility or follow [Facebook.com/UHGGives](https://www.facebook.com/UHGGives).

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