

FOR IMMEDIATE RELEASE
Aug. 7, 2013



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MEDIA ALERT

**NEAD, BEECHWOOD NEIGHBORHOOD TO CELEBRATE GRAND OPENING
OF FIRST-OF-ITS-KIND CORNER STORE**

**Freedom Market gives Northeast Rochester residents access to
healthy, locally produced food items**

WHAT North East Area Development Inc. (NEAD) and the Beechwood neighborhood in Northeast Rochester will celebrate the grand opening of its community-owned corner store. The new Freedom Market, the first corner store of its kind in the city of Rochester, offers healthy choices not found in traditional corner stores, such as fresh fruits and vegetables, low-fat milk, and bottled water.

WHEN **Thursday, Aug. 8, 2013, 12:30 to 2:30 p.m.**

Coverage Opportunities:

12:30 p.m. Community parade from NEAD's Freedom School (630 North Goodman St.), to the Freedom Market (359 Webster Ave.). Parade to include Freedom School students and teachers, Beechwood neighbors who want to help take back the community, and the Greater Rochester Health Foundation's Street Team. Parade to feature Zydeco line dancing and music.

1:00 p.m. Remarks by NEAD Executive Director George Moses, Mayor Thomas S. Richards, City Council President Lovely Warren, City Councilwoman Elaine Spaul, and GRHF President and CEO John Urban.

1:15 p.m. Grand opening ribbon-cutting

1:30 p.m. Games and activities (along Webster Ave., which will be closed between Ellison St. to Copeland St.).

Store tours

WHERE Freedom Market
359 Webster Ave., Rochester, N.Y.

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