

FOR IMMEDIATE RELEASE
Aug. 8, 2013



Contact:
Barbara Pierce
Tipping Point Public Relations
(585) 340-1119, ext. 12
barbara@tippingpointmedia.com

NEW, FIRST-OF-ITS-KIND CORNER STORE OFFERS HEALTHY AND FRESH FOOD CHOICES

**With the new Freedom Market, NEAD, Beechwood neighborhood
and community partners come together to take back local corner store**

ROCHESTER, N.Y. – Northeast Rochester now boasts the first corner store of its kind in the city of Rochester and possibly in New York state **<verify>**. Today, North East Area Development Inc. (NEAD) and the Beechwood neighborhood celebrated the grand opening of the Freedom Market, which offers healthy choices not found in traditional corner stores – such as fresh fruits and vegetables, low-fat milk, and predominantly bottled water.

Owned by the Beechwood community, the Freedom Market provides convenient access to healthy food, meeting the needs of neighborhood residents without transportation to larger grocery stores. Located at 359 Webster Ave., the store has been expanded and remodeled, with most of the planning and construction work completed by Beechwood neighbors.

The project exemplifies the cooperation and collaboration of several community partners. NEAD received funding and/or resources for the Freedom Market from the city of Rochester, Greater Rochester Health Foundation, Farash Foundation, Community Foundation, and Foodlink, which is supplying fresh fruits and vegetables to the market. In addition, Wegmans Food Markets Inc. recently built a new kitchen at NEAD's Freedom School cafe, where some food sold in the store is being prepared.

Grand opening festivities featured a neighborhood parade from the Freedom School on North Goodman Street to the market, Zydeco-style line dancing, music and a ribbon-cutting ceremony. Leaders who addressed attendees included 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.

“GRHF is pleased and proud to partner with NEAD to help meet the needs of Northeast Rochester residents by providing a new kind of corner store,” said Urban. “The Freedom Market is designed to change the traditional corner-store model by emphasizing healthy, locally grown and locally produced food choices instead of foods that are mainly high in fat or low in nutritional value.”

(more)

George Moses said, “Today is an exciting and important day for the Beechwood neighborhood and for Northeast Rochester. The Freedom Market was created by and belongs to the community, and it gives area residents the freedom to buy a range of healthy food and drink items right in the neighborhood – things not typically found in a corner store. We are grateful to our community partners, who shared our vision and agreed that this first-of-its-kind corner store was a sound economic investment.”

Moses added that NEAD hopes to expand the Freedom Market concept into other city neighborhoods, and that the organization is interested in working with other neighborhood organizations and community partners to develop similar stores.

###