

FOR IMMEDIATE RELEASE

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PHOTO OP:

FOUR STORES, 40 FAMILIES, & COUNTLESS TIPS FOR HEALTHIER SHOPPING

Health Foundation and Foodlink Celebrate National Nutrition Month

WHAT: Ever wonder what those nutrition labels really tell us, or how to compare unit prices without doing any math?

More than 40 families from across the City of Rochester will come together on Tuesday at area stores for a full day of tips, tricks, and tools that every parent should know to successfully navigate the grocery store and end up with a basket full of budget-conscious, healthy choices.

Participating families will learn cost effective shopping techniques that also maximize nutritional value from local nutritionists and health professionals:

- The best way to buy fruits and vegetables on a limited budget
- How to compare unit prices
- Reading food labels

WHEN: March 26, 2013 at the following grocery retailers in the Greater Rochester area:

- **Wegmans:** 2301 Lyell Ave
10:00-11:30am
- **Price Rite:** 1230 University Ave
12:00-1:30pm
- **Tops:** 710 Lake Ave
1:30-3:00pm
- **Wal-Mart:** 1490 Hudson Avenue
4:00-5:30pm

WHO: Foodlink's Cooking Matters' team is partnering with the Greater Rochester Health Foundation's 5-2-1-0 campaign to help families navigate grocery store clutter to find healthy and cost-effective options for their families.