

For Immediate Release:

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GROCERY STORE CHALLENGE: 60 FAMILIES, ONE DAY, & COUNTLESS HEALTHY TIPS

Foodlink and the Health Foundation Celebrate National Nutrition Month

Rochester, NY – In recognition of National Nutrition Month, Foodlink and the Greater Rochester Health Foundation’s 5-2-1-0 campaign have teamed up to provide a full day of grocery store tours to families across Rochester with the goal of providing tips, tricks, and tools to bringing home budget-conscious, healthy choices.

Nearly 60 Rochester parents participated in today’s Cooking Matters at the Store tours at four area grocery retailers – Wegmans on Lyell Ave, Tops on Lake Ave, Wal-Mart on Hudson Ave, and Price Rite on University Ave.

Stretching your food budget is a challenge for families today. Recognizing the rising cost of food and the burden it puts on families, Foodlink offers Cooking Matters at the Store tours. Participants take an interactive grocery store tour designed to help families on a limited budget make healthy choices at the supermarket. Each tour covers key shopping skills like comparing unit prices, reading nutrition labels, identifying whole grains and buying various forms of fruits and vegetables. Tours are led by culinary and nutrition experts.

“Foodlink is encouraged by the success of Cooking Matters at the Store, participants are empowered by the skills they learn and will bring these lessons back to their friends and families,” stated Foodlink Executive Director Thomas Ferraro. “Everyone can learn cost-effective food shopping techniques and as the economy continues to stagnate, every bit helps.”

“We’re proud to support Foodlink in their continued effort to improve the health and well being of so many families in our area,” said Greater Rochester Health Foundation CEO John Urban. “Through hands-on programs like Cooking Matters at the Store, we can help make living a 5•2•1•0 lifestyle fun and easy.”

Many families lack the means to regularly put enough nutritious food on the table for everyone to live healthy, active lives. Foodlink partners with national non-profit Share Our Strength® and local culinary and nutrition experts to offer Cooking Matters at the Store tours to help families at risk of hunger stretch their food dollar in the healthiest way possible.

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About Share Our Strength's Cooking Matters at the Store™

Cooking Matters at the Store is an interactive, guided grocery store tour that teaches adults to make real changes to their food shopping habits by helping families learn how to make healthy food choices on a limited budget. This facilitator-led tour has its roots in the grocery store tour that is a critical learning experience in our cooking-based courses for adults. Share Our Strength's Cooking Matters at the store is nationally sponsored by Wal Mart. Since 1993, Cooking Matters has grown to serve more than 12,000 families each year across the country, helping them learn how to eat better on a budget. For more information, visit CookingMatters.org.

About Foodlink

Foodlink, the regional food bank, provides food, nutrition, education and resources in Central and Western New York. As a member of Feeding America, Foodlink rescues and redistributes over 13 million pounds of food to 450 human service agencies. While the distribution of food to reduce hunger remains the foundation of Foodlink's activities, the vision is more holistic: to end hunger, build self-sufficiency, and foster nutritional wellness. For more information, visit www.foodlinkny.org.

About Greater Rochester Health Foundation

GRHF is an independent foundation governed by a community-based board of directors and managed by a professional staff. It is intended to be a sustainable source of funding to encourage local organizations to replicate the best evidence-based practices in community health, and to make it possible for the Greater Rochester area to improve community health.

For more information on the Greater Rochester Health Foundation please visit www.thegrhf.org or www.beahealthyhero.org.