

FOR IMMEDIATE RELEASE
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**“ROC-CHOP CHALLENGE” TO CELEBRATE ROCHESTER’S
DIVERSE FOOD FLAVORS, ENCOURAGE HEALTHY EATING**

Community Place of Greater Rochester event to take place May 11

ROCHESTER, N.Y. – Six Rochester restaurants will compete in a battle to create the tastiest and healthiest cultural dishes, during the first-ever ROC-CHOP Challenge hosted by The Community Place of Greater Rochester (CPGR).

Each participating restaurant – D’Mangu (Latin), Dutch Pot (Jamaican), Judy’s Soul Food (Soul), Kana’s Kitchen (Soul), Obsessions Grill (Jamaican), and Unkl Moe’s (Soul) – is required to incorporate at least four specified fruits and vegetables into its own culturally inspired recipe. Kids attending the event will vote for their favorite healthy dish, with the winning restaurant receiving the Kids Choice Award.

CPGR is sponsoring the community-wide event on Saturday, May 11 from noon to 3:00 p.m. at the Water Street Music Hall, in collaboration with the Greater Rochester Health Foundation’s 5•2•1•0 Be A Healthy Hero campaign.

The overall ROC-CHOP Champion will be determined by a judges panel composed of CPGR President and CEO Sue Davin; GRHF President and CEO John Urban; Rochester Police Chief James Sheppard; Julio Sáenz, editor, ConXion, Democrat & Chronicle, and Joan Gordon, examiner, Monroe County Department of Health and Human Services. Other awards will be presented for dishes that are budget friendly and contain the most vegetables.

“Community Place and GRHF are teaming up to bring some healthy competition to Rochester’s restaurants,” said GRHF President and CEO John Urban. “Kids will decide which restaurant stepped up to the challenge of making the best dish with healthy ingredients.”

In addition to the food competition, the ROC-CHOP Challenge will feature several fun family activities, games and a free healthy snack bar. Kids age 12 and under can attend the event free of charge. A \$2 admission fee will be charged for adults, which will go into the prize award for the winning restaurant.

About The Community Place of Greater Rochester Inc.

The Community Place of Greater Rochester (communityplace.org) ensures the delivery of cost-effective, high-quality developmental and social programs and services to residents in the northeast sector of Rochester, N.Y. and throughout the greater Rochester area.

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- What:** ROC-CHOP Challenge
- When:** Saturday, May 11, Noon to 3:00 p.m.
(Kids Choice Award to be announced at 2:45 p.m.)
- Where:** Water Street Music Hall
204 N. Water Street, Rochester
- Cost:** Free for kids 12 and under
Adults: \$2 each
- For More Information:** Visit www.beahealthyhero.org/roc-chop