



FOR IMMEDIATE RELEASE:

NEW Kingsbridge Heights Youthmarket: An Urban Farmstand in the Bronx

BRONX, NEW YORK (7-7-11) On July 15th at 1:00 PM, Bronx Community Board No. 8 (BXCB8) and GrowNYC will host a much anticipated opening of the new Kingsbridge Heights Youthmarket, an innovative program of GrowNYC which brings fresh food into underserved areas. This is the second youthmarket that Bronx Community Board has opened in its district. The Kingsbridge Heights Youthmarket, located on West Kingsbridge Road and Reservoir Avenue at Barnhill Square, will operate on Fridays from 12:00 PM to 6:00 PM through October 28th.

Joining Bronx Community Board 8 for the opening day will be State Senator Gustavo Rivera, Councilman Fernando Cabrera, Bronx Community Board 8 Vice Chair Maria Khury, Kingsbridge Heights Community Center CEO Giselle Susca, and Stephen Kazanjian, Bon Secours NY Health System.

Youthmarket is an innovative program of nonprofit GrowNYC, and is part of a network of urban farm stands operated by teen entrepreneurs bringing fresh produce into low-income communities, which are disproportionately affected by diet-related health issues like obesity, diabetes, and heart disease. The Youthmarkets bring healthy foods such as fresh, seasonal fruits and vegetables, all grown by New York area farms. Easy access to good fresh food can have a positive health benefit for so many in the Bronx Community Board 8 community.

Funding for both Kingsbridge Heights and Marble Hill Youthmarket was provided by Bon Secours New York Health System/Schervier. Bon Secours works closely with community partners Kingsbridge Heights Community Center (KHCC) and Riverdale Neighborhood House (RNH). KHCC and RNH will employ the students that operate the markets with guidance and training from GrowNYC. All students have been recruited from the neighborhoods surrounding the Youthmarkets. Bronx Community Board 8 initiated the two Youthmarkets, organized the community partners and provided logistical support.

Opening on July 8 is the Marble Hill Youthmarket at West 225th Street and Broadway in front of the Target Center and will operate on Fridays from 1:00 PM to 7:00 PM through October 28th. This market begins its third successful year in partnership with RNH. RNH also operates a Riverdale Youthmarket located at 5521 Mosholu Avenue, between West 254th Street and Riverdale Avenue. It will operate on Thursdays from 3:00 PM to 7:00 PM, July 8th through October 27th.

The Kingsbridge and Marble Hill Youthmarkets will also have a registered dietitian, courtesy of Bon Secours New York Health System/Schervier, and feature youth cooking demonstrations and nutritional programs throughout the summer.

WIC, Food Stamp/EBT, Health Bucks, and Senior Citizen Farmers' Market Nutrition Coupons issued by the New York State Department of Aging are welcome.

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Bronx Community Board No.8 (BXCB8) plays an important role in improving the quality of life for the communities it serves. BXCB8 is a vital liaison and advocate for the community in dealing with New York City government, elected officials, municipal service delivery, land use and zoning

issues, community and business development, the City budget and many other matters relating to the community's health, safety and welfare.

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