



Damian McShane, Chairperson

Nicole M. Stent, District Manager

FOR IMMEDIATE RELEASE:

Marble Hill Youthmarket: An Urban Farmstand Re-Opens in the Bronx

BRONX, NEW YORK (7-8-10) On July 8th at 2:00 PM, Bronx Community Board No. 8 (BXC8) and GrowNYC will host a much anticipated re-opening of the Marble Hill Youthmarket, an innovative program of GrowNYC which brings fresh food into underserved areas. The market, located on West 225th Street between Broadway and Exterior Street, will operate on Thursdays from 2:00 PM to 6:00 PM through October 28th. This market begins its second successful year. Joining Bronx Community Board 8 for the opening day will be City **Councilman Ydanis Rodriguez**, the Marble Hill representative.

Marble Hill's 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 Marble Hill Youthmarket brings 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 Marble Hill Youthmarket was provided by two community partners: Bon Secours New York Health System/Schervier and Riverdale Neighborhood House (RNH). Bon Secours will provide limited produce deliveries to the homebound and all market supplies and transportation. RNH will employ three students to operate the market with guidance and training from GrowNYC, all have been recruited from the community district. BXC8 organized the community partners and provided logistical support.

RNH also hosts the Riverdale Youthmarket located at 5521 Mosholu Avenue, between West 254th Street and Riverdale Avenue. It will also operate on Thursdays from 2:00 PM to 6:30 PM, July 8th through October 28th.

Marble Hill Youthmarket community friends include FamilyCook Productions - providing youth cooking demonstrations and nutrition education; Friends of Van Cortlandt Park - taking composting every other week and will host a Thursday morning gardening program; NY Botanical Gardens/New York Composting Project - will also compost; New Marble Hill Tenants Association; Public Market Partners and Riverdale CSA.

In 2009, the market moved 5,000 lbs. of produce; 58% of revenue came from WIC and EBT Sales; 50% of redeemed coupons (WIC and Senior) came from CB8 residents with 85% redemption rate of Senior Farmers' Market Nutrition Coupons- higher average than NYS and NYC.

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

Opening Day Activities:

- **NYC Department of Transportation (DOT)** will offer free **NYC bike helmets**. In order to receive a helmet you must: be present to get a helmet; learn how to properly fit and wear a helmet before you receive it; have a parent or legal guardian present to sign a waiver for children under age 18; for adults over age 18 receiving a helmet you must sign a waiver.
- **Bon Secours New York Health System/Schervier** is providing all the markets supplies.
- **GrowNYC** – Its recycling program will have recycling outreach and games.
- **FamilyCook Productions, Teen Iron Chefs** will be offering youth cooking demonstrations with **free tastings**.
- **NYC Human Resources Administration** will have registration and information on social service programs available in the community.

- **Friends of Van Cortlandt Park** will provide information on its Healthy Community Hikes program and offer **free water bottles**.
- **New York Compost Project in the Bronx, hosted at the New York Botanical Gardens**, a program of New York City Department of Sanitation, Bureau of Waste Prevention, Reuse and Recycle will have a representative to answer questions about its programs.

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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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Contact:

Bronx Community Board No. 8
5676 Riverdale Avenue, Suite 100
Bronx, New York 10471-2194
Phone: 718-884-3959 Fax: 718-796-2763
Email: brxcb8@optonline.net
Visit us at: www.nyc.gov/bronxcb8