



FOR IMMEDIATE RELEASE

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JLP to begin two new community partner programs under its “Building a Healthy Arizona” focus area

Fresh Express, Phoenix Day HealthLinks to begin in 2014-15 administrative year

Phoenix, AZ (May 1, 2014) — The Junior League of Phoenix is pleased to announce two new community partner programs under its focus area of “Building a Healthy A.rizona.” Programming will begin during the 2014-15 JLP administrative year and will continue through 2018. These partner programs include:

- **Fresh Express Mobile Food Bus:** Fresh Express by Discovery Triangle is a mobile fresh produce market, which will sell fresh, affordable, and high-quality fruits and vegetables out of a retrofitted Valley Metro bus in an area of the “Discovery Triangle” that is considered a food desert. A food desert is an area where affordable and healthy food is difficult to obtain, particularly those without access to a personal vehicle. Residents of food deserts often rely upon convenience stores for much of their grocery shopping, or take public transportation to attempt to reach the nearest grocery store. As a founding partner of this exciting project, JLP will be responsible for the nutrition education component of the food bus program. Through a three-year partnership with Fresh Express, JLP members will be developing and implementing a nutrition curriculum for Fresh Express customers that will include handouts on healthy eating and nutritional guidelines, recipes for utilizing fresh produce, and cooking/recipe demonstrations.
- **Phoenix Day HealthLinks:** Phoenix Day is the oldest, continuously operating early education and youth development center in Arizona. In 1997, Phoenix Day established the HealthLinks program, which is focused on preventative health services to low-income families, including linkages to health and nutrition resources. The Junior League of Phoenix will assist Phoenix Day with expansion and implementation of quarterly nutrition nights and cooking/exercise classes. We will also be creating JLP-branded “starter kits” to hand out to program participants, which may include things like cooking oil, spices, recipes and nutrition-oriented activity ideas.

About The Junior League of Phoenix

The Junior League of Phoenix, Inc. is an organization of nearly 1,000 women committed to promoting voluntarism, developing the potential of women, and improving the Valley of the Sun through the effective action and leadership of trained volunteers. Celebrating its 80th anniversary this year, JLP has invested millions in the community and contributes over 75,000 volunteer hours annually. Current League programs are structured around the JLP’s focus area of “Building a Healthy Arizona.”

For more information about The Junior League of Phoenix, please visit www.jlp.org or call The Junior League of Phoenix Headquarters at (602) 234-3388.

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