



PRESS RELEASE

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Revitalization of Sistrunk Blvd. Continues With Opening of Sistrunk Farmers Market

Hollywood, Fla. (Feb. 27, 2013) — As part of Broward Regional Health Planning Council's (BRHPC) USDA Farmers' Market Promotion Program (FMPP) grant, the Sistrunk Farmers Market will open Saturday, March 2, from 10:00 a.m. to 2:00 p.m.

In September, 2012, BRHPC was awarded more than \$89,000 from the U.S. Department of Agriculture to increase access to healthy foods to community members who are experiencing health disparities. The TOUCH program's "Active Living and Healthy Eating" strategy focuses directly on the importance of access to affordable, healthy and fresh foods throughout Broward County.

This is a public/private partnership between BRHPC, the City of Fort Lauderdale, the Housing Authority of the City of Fort Lauderdale, the City of Fort Lauderdale Community Redevelopment Agency (CRA) and Marando Farms. As the second of three Farmers Markets funded in part by the FMPP grant, the Sistrunk Farmers Market features locally and organically grown fruits and vegetables. The Dania Beach PATCH – People's Access To Community Horticulture – was the first market to open with the help of the FMPP grant. A third is being planned for Lauderdale Lakes.

"We congratulate and thank the Broward Regional Health Planning Council on the launch of the inaugural Sistrunk Boulevard Farmers Market. This exciting initiative will fulfill an important need in our community by providing neighbors with access to a variety of locally grown fresh fruits and vegetables, while also encouraging proper diet and nutrition, and promoting healthy lifestyles," Fort Lauderdale Mayor Jack Seiler says of the opening. "We invite everyone to come out and meet your neighbors along the revitalized Sistrunk Blvd. and enjoy all of the offerings of the new Sistrunk Farmers Market."

Starting March 2, the Sistrunk Farmers Market will be open every Saturday at the corner of Sistrunk Blvd. and NW 10th Ave in Fort Lauderdale. The Dania Beach PATCH Farmers Market, at 1200 NW 1st St. in Dania Beach, is open from 8:30 a.m. to 1:00 p.m. on Saturdays.

About TOUCH

The Transforming Our Community's Health (TOUCH) initiative is a true collaborative effort among more than 30 community organizations and coalitions that will support efforts to reduce health disparities and improve the health and well-being of the residents, commuters, and workers of Broward County. For more information about TOUCH, please contact TOUCH Program Director Teina Phillips tphillips@brhpc.org or at (954) 561-9681.

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