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*** *Press Release* ***

Healthy Food Options Expanding throughout Jersey City as Healthy Corner Store Initiative Launches Third Healthy Corner Store

JERSEY CITY – Mayor **Steven M. Fulop** joins the **Department of Health & Human Services** for the grand opening of Jersey City’s third healthy corner store, Los Montones on Martin Luther King Jr. Drive. The Jersey City Healthy Corner Store Initiative is a citywide effort led by the Jersey City Department of Health & Human Services (HHS), which seeks to increase healthier food options in neighborhoods identified as lacking access including Greenville and Bergen-Lafayette. The initiative provides corner store owners with training assistance, marketing materials, consumer education resources, and equipment so that they can offer healthier food options.

“Corner stores are ubiquitous in Jersey City and have the potential to improve the health disparities associated with the lack of healthy food access in underserved neighborhoods,” said **Mayor Fulop**. “By increasing the network of healthy corner stores, we are able to help tackle the matters of malnutrition and improve the health and wellness of Jersey City residents.”

The Mayor will help officially open the new store with a ribbon cutting on **Tuesday, October 8, 1:00 p.m. – 3:00 p.m., at Los Montones, located at 432 Dr. Martin Luther King Jr. Drive**. At the event, HHS in partnership with the American Heart Association, NJ SNAP-Ed, the Jersey City Medical Center, and the Hispanic American Commerce Association (HACA), will present cooking demonstrations, nutrition and wellness education, health screenings, and giveaways. Those who attend the event will receive “Bodega Bucks” which can be redeemed for three dollars of heart-healthy foods including fresh fruits and vegetables, no sugar added drinks, and whole grain products.

“Successfully increasing healthy food access plays a vital role in the overall health and wellbeing of our neighborhoods and our city as a whole,” said **Stacey Flanagan, Director of HHS**. “We are focused on making it easier for our residents to make good food choices. With healthier options, they can swap out the high fat, high sugar foods and avoid diet-related diseases while reaping the benefits of a healthier diet.”

In 2018, the Department of Health and Human Services received a \$10,000 grant from the New Jersey Healthy Communities Networks’ Community Grants Program to grow the Healthy Corner Store Initiative in Jersey City. Last year, the Jersey City Department of Health & Human Services launched its first two healthy corner stores, at Privilege Foods, located at 466 Ocean Avenue, and Denisse Supermarket, located at 761 Ocean Avenue. Residents can also enjoy low cost fresh food at any of the 8 farmers’ markets held daily citywide which also accepts SNAP/EBT vouchers, WIC vouchers and Senior Farmers’ Market Nutrition Program vouchers.

All media inquiries should be directed to Kimberly Scalcione at kscalcione@jcnj.org or 201-376-0699.