

**FOR IMMEDIATE RELEASE**  
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## **Award-Winning Oak Park Farmers Market opens Fourth Season on Saturday, May 4 with an *Eat Local Challenge* and new Site Improvements**

The Oak Park Farmers Market, founded and operated by NeighborWorks Sacramento, celebrates the opening of their 2013 season with new site improvements **and a *Eat Local Challenge* that encourages market goers to eat only locally-sourced food for the next seven days.**

The *Eat Local Challenge* invites market-goers to participate in several local activities and to patronize local restaurants that prepare meals with locally grown food. Participants will then share their experiences and what they have learned on the Oak Park Farmers Market Facebook page. The *Eat Local Challenge* a local Farm to Fork event. Sacramento has recently been proclaimed the Farm-to-Fork Capital of America by regional elected officials and the State of California. The mission of the farm-to-fork movement is to bring awareness to the Sacramento region's local food production, consumption and sustainability as well as the contribution and exportation of sustainable products.

At 11 a.m., the **Oak Park Farmers Market and Councilmember Jay Shenirer will hold a ribbon cutting to unveil new site improvements at McClatchy Park** to support the Oak Park Farmers Market. These improvements are made possible by an investment of \$500,000 from the City for beautiful new awnings, electricity, new walkways and landscaping. These improvements will help the market eventually run year round. The celebration will **include a free barbecue from 10 a.m. to 1 p.m.** for Oak Park Farmers Market customers, hosted by Councilmember Schenirer and the City of Sacramento Fire Department.

NeighborWorks Sacramento is also proud to continue to provide a **dollar-for-dollar incentive match for CalFresh EBT (food stamp) customers**, provided through the generosity of Rabobank, N.A., a local community bank and the City of Sacramento Ann Land and Bertha Henschel Memorial Fund Commission. "This is a win-win situation," said Jon Ruiter, vice president of Rabobank's Community Reinvestment Act Division. "The same dollar not only benefits the person spending it, but also the small farmers and local growers who sell their produce at the market. It's the right thing to do and complements our mission to support our local community and agribusiness."

**When:** Saturday, May 4<sup>th</sup> from 9am – 1pm, Ribbon cutting at 11 a.m., barbecue from 10 a.m. to 1 p.m.

**Where:** McClatchy Park, 3500 5<sup>th</sup> Avenue (cross streets: 35<sup>th</sup> Street & 5<sup>th</sup> Avenue).

**Visuals/Activities:** More than 20 local growers featuring an abundance of farm-fresh produce, and hundreds of local residents in beautiful McClatchy Park. Ribbon-cutting for Site improvements at 11 a.m. News anchors can take the Eat Local Challenge, interview the market manager and local vendors, or test their food knowledge with Food Jeopardy.

For more information about the Oak Park Farmers Market, visit <http://www.nwsac.org/oak-park-farmers-market/> and [www.facebook.com/oakparkfarmersmarket](http://www.facebook.com/oakparkfarmersmarket)

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