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NEWARK CORNER STORES BECAME HUB FOR HEART-HEALTHY FOOD ACCESS AND SCREENINGS

Statewide Campaign Promoting Heart-Healthy Options at Six Corner Stores

April 13, 2018--Trenton, NJ— Over 50 residents participated in the Heart Smarts program held on Wednesday, April 11th at the Freeway Deli Market (301 Osborne Terrace, Newark, NJ). In communities across the state of New Jersey, residents are improving their health – right in their corner store.

The Heart Smarts program is part of the New Jersey Healthy Corner Store Initiative and brings free nutrition lessons and free health screenings (blood pressure, BMI, stroke and heart disease assessments) right to community corner stores.

During the month of April, New Jersey residents in Newark, Camden, Perth Amboy, Plainfield, Trenton and Vineland will benefit from nutrition lessons and health services at designated local corner stores—thanks to a joint effort between the New Jersey Partnership for Healthy Kids (NJPHK), The Food Trust, and local partners.

As part of the program, residents also will be eligible to receive up to \$4 in Heart Bucks coupons that can be redeemed for heart-healthy items in the stores, as well as other incentives and information to encourage healthy eating.

Below are the dates and locations for the statewide Healthy Corner Store Heart Smarts events:

- **Newark: April 11th from 2:00 pm-4:00 pm** – Freeway Deli Market (301 Osborne Terrace, Newark NJ, 07112)
 - Healthcare partner – RWJ Barnabas
 - Lead – The Food Trust & NJPHK

- **Trenton: April 18th from 10:00 am-12:00 pm** – New Way Deli Market (617 MLK Jr. Blvd, Trenton, NJ 08618)
 - Healthcare partner – Capitol Health Medical Center
 - Lead – The Food Trust & NJPHK
- **Plainfield: April 18th 2:30 pm-4:30 pm** – Rudilcia Supermarket (846 E 2nd St, Plainfield, NJ, 07062)
 - Healthcare partner – Atlantic Health System
 - Lead – EZ Ride
- **Asbury Park: April 19th 2:30 pm-4:00 pm** – Sheffields (1106 Bangs Ave, Asbury Park, NJ 07712)
 - Healthcare partner – Hackensack Meridian Health
 - Lead – EZ Ride
- **Camden: April 25th from 10:00 am-12:00 pm** – New Village Supermarket (1024 Carl Miller Blvd, Camden, NJ 08104)
 - Healthcare partner - Camden County Department of Health and Human Services
 - Lead – The Food Trust
- **Vineland: April 27, 2018 1:30 pm – 3:30 pm** –Vasquez and Diaz Market (437 W. Park Ave., Vineland, NJ)
 - Healthcare partner – Complete Care, Inc.
 - Lead – Vineland Department of Health/Cumberland Cape Atlantic YMCA

The New Jersey Healthy Corner Store Initiative is funded by the Robert Wood Johnson Foundation. Local initiatives are also being supported by corporate partners such as Campbell Soup Company and the PSE&G Foundation in Camden, the Horizon Foundation for New Jersey in Newark, and Novo Nordisk Inc. in Trenton.

“Our goal is to improve access to healthy, affordable foods in underserved communities,” said Jonathan R. Pearson, Executive Director & Director of Corporate Social Responsibility at Horizon Blue Cross Blue Shield of New Jersey. “We are pleased to support The Food Trust’s Heart Smarts program and its efforts to empower community residents to improve their health and reduce their risk of diet-related disease through nutrition education and counseling in a supportive store environment.”

The Heart Smarts program, which was first piloted in Philadelphia in 2010, was launched in New Jersey in 2011 at 10 corner store locations in Camden and has since expanded across the state.

“More than 1,300 residents took advantage of this innovative health program in Camden last year and our hope is to reach more residents this year.” stated Kim Fortunato, Director – Community Affairs; President – Campbell Soup Foundation.

“We’ve long been committed to encouraging healthy lifestyles in the communities where we live and work, and we’re proud to co-sponsor such an important community health program that encourages healthy lifestyle choices and helps people overcome barriers to positive living they may be facing” says Diana Blankman, senior director, U.S. Corporate Sustainability & Social Impact, Novo Nordisk Inc.

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About The New Jersey Healthy Corner Store Initiative

The New Jersey Healthy Corner Store Initiative is a statewide program focused on increasing the availability and sale of healthy, affordable foods in local stores and bodegas. Currently, there are nearly 180 corner stores participating in the initiative across the state. Stores receive education, tools, and commercial equipment to promote healthier food options to residents. The statewide initiative is being led by the New Jersey Partnership for Healthy Kids and The Food Trust, with local support from Campbell Soup Company, PSE&G Foundation, Horizon Foundation for New Jersey, Novo Nordisk and statewide support from the Robert Wood Johnson Foundation. For more information, visit www.thefoodtrust.org and www.njhealthykids.org.