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FOUNDATIONS JOIN FORCES TO LAUNCH

“EAT REAL FOOD” MOBILE MARKET

Easton, Pa. -- The Two Rivers Health & Wellness Foundation has awarded a grant of \$500,000, payable over five years, to the Kellyn Foundation to launch a long-term initiative that will drive systemic change in the local food system.

The initiative aligns with the objectives of the newly formed Lehigh Valley Food Policy Council. The “Eat Real Food” Mobile Market will be a comprehensive program bringing local farm food to local “food insecure” neighborhoods that exist in Northampton County; including areas of Easton, Bethlehem and the Slate Belt. The communities designated as food deserts or food insecure areas are estimated to be home to over 35,000 people in Northampton County.

This “Farm to Neighborhood” initiative includes buying from local farmers at a price that sustains the farm, a micro-food hub to process the local food, the “Eat Real Food” Mobile Market to take the food to the neighborhoods and the development of educational relationships, including nutrition, cooking, exercise, gardening and chronic disease screening in each location. This initiative is not just about food access; it also stimulates economic development in the Lehigh Valley and provides the opportunity and knowledge for families to make the healthy choice the easy choice.

According to Paul Brunswick, President & Executive Director of Two Rivers, “This is the largest single grant awarded in our 14 year history. The award is indicative of the Foundation’s respect for Kellyn’s successful history of implementing and sustaining educational nutritional programs with local school districts and communities throughout the Lehigh Valley. It is also an indication of our confidence that Kellyn will be an excellent partner in not only increasing access to healthy foods but teaching and encouraging healthy habits through the successful implementation of the healthy food market program.”

Meagan L. Grega, MD, Co- Founder and Chief Medical Officer of Kellyn Foundation, states “We are honored that Two Rivers Health & Wellness Foundation has chosen the Kellyn Foundation to manage and operate this initiative. Our history of collaboration with the local healthcare system, school districts and progressive community partners provides a strong foundation for this project. We are excited to take healthy lifestyle educational programming to the next level by engaging our community in the neighborhoods where they live, increasing access to fresh, healthy food and at the same time supporting our fabulous local farmers by providing another market for their products. ”

Kellyn Foundation, located in Tatamy, PA, is a 501(c)3 non-profit corporation. Their mission is to develop, support, facilitate and implement programs that encourage family and community physical and emotional wellness. They focus on healthy lifestyles with positive outcomes that can be sustained and taught to future generations, while helping to reduce the individual, family, community and national chronic disease burden.

The Two Rivers Health & Wellness Foundation was formed as a result of the 2001 sale of the non-profit Easton Hospital to Community Health Systems, Inc., a for profit national chain. Since its' founding, the Foundation has awarded community grants totaling more than \$4,400,000 to over 60 non-profit health and human services agencies in Northampton County.

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