

The Food Trust

Ensuring That Everyone Has Access To Affordable, Nutritious Food



FOR IMMEDIATE RELEASE

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Common Ground Marketplace to Debut Expanded 2015 Season on Sunday, July 12

The Food Trust's multifaceted farmers' market will feature Philly urban farm tours, market tours, cooking demos, food trucks, fitness activities, on-site wellness services and more

WHEN: **Sunday, July 12, noon-4 p.m.**
(Philly Urban Farm & Market Tours: 1 p.m. and 3 p.m.)
Broad & Mt. Vernon streets, Philadelphia, PA 19123

WHAT: A gathering space celebrating the diverse and culturally rich community of North-Central Philadelphia, **Common Ground Marketplace** (Broad and Mt. Vernon streets) will debut its expanded 2015 season with a grand opening celebration on **Sunday, July 12, noon to 4 p.m.** Organized by **The Food Trust** with support from **Congregation Rodeph Shalom**, Common Ground Marketplace is a farmers' market, a neighborhood hub, a wellness center, a place to get active and a place to get inspired.

"The welfare of our neighborhood is vital," says Congregation Rodeph Shalom **Rabbi Eli Freedman**. "Besides the immediate effect of providing low-cost healthy food to everyone in the neighborhood, the marketplace is a chance with neighbors to really connect with one another. Rodeph Shalom and The Food Trust planted to seed, but in order for Common Ground to continue to thrive, we look forward to more members of the greater community taking ownership of a shared space that belongs to all of us."

The grand opening celebration will feature:

- The brand-new **Philly Urban Farm & Market Tours**, with **Cloud 9 Rooftop Farm** and **Philly Urban Creators** (see below for details)
- Free **Indego test rides** hosted by the **Bicycle Coalition of Greater Philadelphia**
- **Check Up from the Neck Up** preventive care from Sheller 11th Street Family Health Services of Drexel U.
- **Soul line dancing**
- **Cooking demos**
- **Book swaps**
- **Benefit application stations**
- Meat, poultry, eggs and cheese from **Philly Food Works**
- Local fruits and vegetables from **Drum's Produce**
- Apples, pears, cider and baked goods from **Frecon Farms**
- Artisan vendors including **Neopol Savory Smokery**, **Naturally Sweet Desserts**, **Mycopolitan Mushroom Company & Foragers**, **Burning Bush Hot Sauce**, **Sazon** house-made popsicles and chocolates, **Teas & Spices**, and **Philly Urban Creators** handmade hair and body care
- **Schmear It**, **Samosa Deb** and other guest food trucks

Philly Urban Farm & Market Tours

Central to its mission as a neighborhood meeting place, Common Ground Marketplace is launching the brand-new **Philly Urban Farm & Market Tours** during market hours, connecting Philadelphians with urban farms located within walking or biking distance of Broad and Mt. Vernon streets.

Every Sunday at 1 and 3 p.m., participants will embark on a 45-minute guided walking or biking tour of a nearby urban farm, followed by a tour of Common Ground Marketplace (bicycles provided by Indego, in partnership with the Bicycle Coalition of Greater Philadelphia).

“I’m excited to have so many organizations in one place offering varied resources. It provides a great opportunity to see how each of our works are related and can better work together to offer a stronger support system to Philadelphia communities, says **Rania Campbell-Cobb**, director of **Cloud 9 Rooftop Farm** (Guild House West, 12th and Fairmount). “On our tour, visitors will have the opportunity to see the work of urban farms in a more holistic way. Farms offer a number of services - food, community space, education, green space, etc. And farm and market visits also offer a whole-system experience of the local food system.”

Adds **Jeaninne Kayembe** of **Philly Urban Creators** (11th and York streets): “Tours of our garden are often led by youth, allowing them to showcase their knowledge of urban agriculture and intentional community. This experience not only gives context to our work together, but also enriches the experience behind the food.”

Cy Maramangalam, program manager of the Bicycle Coalition’s Cadence Youth Cycling Program, says Indego provides a healthy transportation option for city residents: “The bike tour is an exciting opportunity to use bike share in a new way, connecting folks to urban farms in the community that they may have never known existed right in their backyard! This is also an opportunity to support our young leaders in our youth cycling program. They have gained a tremendous amount of experience in leadership development and service, and will be assisting the Indego bike share ambassadors in leading group rides and offering test rides.”

To sign up for a Philly Urban Farm & Market Tour, email commongroundmkt@thefoodtrust.org.

About Common Ground Marketplace

Now in its second season, Common Ground Marketplace has grown well beyond the offerings of a farmers' market and includes dynamic social, economic, food justice and wellness services as well as providing healthy food access to the community. This expanded vision works to connect neighborhood resources to one another and to the public, creating a framework to build lasting relationships and opportunities that are relevant to the community.

Common Ground Marketplace, an initiative created by Rodeph Shalom’s social justice committee and The Food Trust, and sponsored by congregants Judith Creed and Robert Schwartz, celebrates the connection between congregation and community. The public marketplace, supported by Rodeph Shalom’s deep roots in the culture of giving and reaching beyond the walls of the synagogue, aims to work with neighbors to build a vibrant, healthy meeting place for all. Now in its second season, the marketplace is expanding its vision to include not only farmers’ market offerings but also dynamic social, economic and food justice services.

Common Ground Marketplace, established in 2014, is part of the The Food Trust's network of more than 25 markets, serving more than 400,000 customers annually in Philadelphia. Common Ground Marketplace also provides convenient access to healthy, affordable foods for all by accepting SNAP (food stamp) benefits and Philly Food Bucks. The Food Trust, a nonprofit founded in 1992, strives to ensure that everyone has access to healthy, affordable food and information to make healthy decisions. To learn more about our farmers' markets, visit thefoodtrustmarkets.org or thefoodtrust.org.