

# The Food Trust

EST. 1992

ENSURING THAT EVERYONE HAS ACCESS TO AFFORDABLE, NUTRITIOUS  
FOOD AND INFORMATION TO MAKE HEALTHY DECISIONS

## PRESS RELEASE

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## Contact:

Carolyn Huckabay

[chuckabay@thefoodtrust.org](mailto:chuckabay@thefoodtrust.org)

215-575-0444, ext. 8019

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## Freeway to Headline Night Market Burholme

*Philly hip-hop legend and Roc Nation recording artist gives free performance at street food festival to promote new documentary about his life, work and struggles with kidney disease*

**Philadelphia, PA** — On May 17 at 9 p.m., **The Food Trust** and **Night Market Philadelphia** welcome Roc Nation hip-hop recording artist **Freeway** as the headlining act of Night Market's 2018 season kickoff. Night Market is free and open to the public from 6 to 10 p.m. on the 17th, at the corner of Cottman and Rising Sun Avenues in Northeast Philadelphia's Burholme neighborhood.

Freeway, a member of Philadelphia's hip-hop royalty born and raised in North Philly, is one of 101,000 Americans awaiting a live kidney donor. His struggles with chronic kidney disease, dialysis treatments, high blood pressure and other health challenges are the focus of his new documentary, *Think Free*, being released this summer alongside his Roc Nation debut album of the same name.

With the much-trumpeted Roc Nation release of his sixth studio set *Think Free* (June 25), a revitalized Freeway solidifies his storied legacy. "There's double entendre meaning behind the album title," he explains. "If you want to be free, which most of us have an illusion of being free from oppression, you have to think free. And then of course, I want the listener to think *Free* ... to think about me and the music."

On *Think Free*'s swaggering first single "All The Way Live" (produced by Philly's own Biz & EST.), the grizzled vet shows himself to be in fine lyrical form over a Trap-infused banger. Meanwhile, the S. Frank-laced "The Nation," featuring legendary wordsmith Jadakiss, is the type of event-worthy dream collaboration that is destined to become a fan favorite.

In addition to Freeway's free live performance at 9 p.m., the artist will also host the Freeway "Think Free" Experience at Tyson and Rising Sun Avenues, complete with music, a juice bar, free health checks and a documentary screening.

"We are not only excited about Freeway's performance at Night Market, but we are also supportive of his efforts to raise awareness of diet-related diseases through sharing his very personal battle with kidney disease," says **Dwayne Wharton**, Director of External Affairs for The Food Trust and Appointed Member of the Mayor's Commission on African-American Males. "With the lowest life expectancy and the highest death rate compared to both men and women of other racial and ethnic groups, Black men in the United States suffer worse health outcomes than any other racial groups in America. Reversing this trend is an imperative and we look forward to partnering with



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Freeway and a host of others to improve the health of our city, with an intentional focus, effort and interventions targeting the estimated 300,000+ Black males in Philadelphia.”

The 29th installment of Night Market, celebrating the unique flavor of the Burholme community, will feature dozens of mobile food vendors, live music and entertainers including the **Philadelphia School of Rock Street Team**, **B\*tchfork** and **Stealing from Thieves**. Night Market fans can stay up-to-date on information about vendors, transportation and parking by signing up for our newsletter at [nightmarketphilly.org](http://nightmarketphilly.org).

Next, on June 21, Night Market will celebrate Pride Month at Night Market **Gayborhood**, with a special 7 p.m. start time. Later this season, Night Market will explore the Riverwards neighborhood of **Kensington** (August 9); and for our October 4 season finale, The Food Trust will go back to its roots in **Point Breeze**, where our farmers market programming began in 1992.

*Night Market's 2018 season is supported in part by Green Mountain Energy; learn more at [greenmountainenergy.com](http://greenmountainenergy.com).*

## **About Night Market**

Night Market Philadelphia is the city's premier street food festival, a roving food event spotlighting Philly's best ethnic and regional restaurants and food trucks. Inspired by Asia's lively outdoor markets, our events celebrate up-and-coming neighborhoods and showcase Philadelphia's diverse food and drinks and vibrant arts and culture scene. The first Night Market took place in East Passyunk in 2010. Since its debut, The Food Trust has hosted 24 Night Markets, attracting over 400,000 attendees and more than 300 food vendors to neighborhoods across the city, including Northern Liberties, West Oak Lane, Mt. Airy, Fairmount, South Street, Old City, Chinatown and many more, and attracting local and national attention to Philadelphia's food scene.

To host this roving festival, The Food Trust has worked with community partners throughout the city, including East Passyunk Business Improvement District, Mt. Airy USA, Philadelphia Chinatown Development Corp., Ogontz Avenue Revitalization Corp., Northern Liberties Neighbors Association, Bella Vista United Civic Association, South Street Headhouse District, Old City District, South 9th Street Business Men's Association and more.

## **About The Food Trust**

The Food Trust, a nonprofit founded in 1992, strives to make healthy food available to all. Working with neighborhoods, schools, grocers, farmers and policymakers, The Food Trust has developed a comprehensive approach that combines nutrition education and greater availability of affordable, healthy food. To learn more about The Food Trust, visit [thefoodtrust.org](http://thefoodtrust.org).

## **About Burholme**

Located in Northeast Philadelphia, Burholme is a hidden gem amongst Philadelphia neighborhoods. With historic landmarks such as the Ryerss Museum and Library, Trinity Church Oxford and Memorial Square, Burholme is home to a rich history affixed in the annals of Philadelphia. However, history isn't the only thing that makes Burholme



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unique. Today, Burholme is a thriving neighborhood with a vibrant and diverse community, which prides itself on taking care of one another. It is that neighborly attitude and conveniently located amenities (Burholme Park, Jardel Recreation Center, and Ryers Train Station) which make Burholme such a sought-after location for both business owners and residents.

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