

MEDIA ADVISORY – PHOTO OP

For Tuesday, November 22, 11:30 a.m.-12:00 p.m.

Contact: Carolyn Huckabay

chuckabay@thefoodtrust.org | 301-602-7092

Vibrant Community Mural by Local Artist Bert Trinidad to be Unveiled at Camden’s Litwin Food Market

Paint North Camden Healthy project engages community to design murals on façade of popular neighborhood corner store

- WHO:** Local artist Bert Trinidad, Camden Mayor Vic Carstarphen, The Food Trust President & CEO Mark Edwards
- WHAT:** Mural unveiling/ribbon cutting, nutrition lesson, community gathering
- WHERE:** Litwin Food Market
801 Elm St., Camden, NJ 08102
- WHEN:** Thursday, November 22, 2022
11:30 a.m.-12:00 p.m.



Camden, NJ – The Food Trust, in collaboration with local artist Bert Trinidad, the Camden County Department of Health and Camden Lutheran Housing Inc., invite members of the media and Camden residents to come together on **Tuesday, November 22, 11:30 a.m.-12:00 p.m.** to celebrate the unveiling of *Welcome to North Camden*, a mural created by and for the Camden community.

This mural, the first of two planned as part of the mural project Paint North Camden, is the result of a community engagement process through which Camden residents participated in focus groups and took surveys in order to generate ideas for a mural that celebrates healthy lifestyles. The Food Trust supports “health hubs” like Litwin by providing marketing materials, nutrition education and health education to ensure consistent messaging inside and outside of the store.

Camden Mayor Vic Carstarphen and The Food Trust President & CEO Mark Edwards will give remarks to commemorate this special occasion, and attendees are invited to participate in The Food Trust’s Heart Smarts nutrition education programming, as well as receive \$5 in Heart Bucks coupons that can be redeemed for heart-healthy items at Litwin Food Market.

About The Food Trust

Founded in 1992, The Food Trust works with neighborhoods, institutions, retailers, farmers and policymakers across the country to ensure **delicious, nutritious food for all**. To learn more, visit thefoodtrust.org.