**FORD’S GROCERY GRAND RE-OPENING CELEBRATION**  
Neighborhood Retailer Makes a Commitment to Improve Community Health by Stocking Healthy Items

**WHAT:** Join Southeast Food Access (SEFA), the Bayview HEAL Zone and the *Network for a Healthy California-African American Campaign* (Network) in celebrating the Grand Re-Opening of Ford’s Grocery in the Bayview neighborhood of San Francisco. The owner of Ford’s has been in business since the 80’s and has just completed a store makeover with help from Sutti Associates and the SEFA Food Guardians with funding from Kaiser Permanente. SEFA Food Guardians, Kenneth Hill, Antonia Williams, and Jazz Vassar spent countless hours making over the store that will now promote and carry healthy items. The heavy wooden shelves that used to hold unhealthy foods like chips and candy have been replaced by attractive metal shelves. New produce bins and refrigeration units hold fresh fruits and vegetables. At the Grand Re-Opening attendees can take advantage of special promotions on fruits and vegetables, taste healthy recipes, talk with nutrition experts, and learn about the healthy choices at this family-owned corner store. All attendees will receive a free *Network* cookbook with simple and delicious recipes.

**WHEN:** Thursday, May 2, 2013  
1-6 pm

**WHERE:** Ford’s Grocery  
1496 Oakdale Ave., San Francisco, CA

**WHO:**  
*Network* nutrition experts  
-- Local Champions for Change  
-- SEFA Food Guardians  
-- Store manager

**WHY:** The southeastern San Francisco neighborhood of Bayview-Hunters Point, is known as a food desert, a neighborhood with low or no access to fresh or healthy food. Bayview-Hunters Point does have a few full-service grocery stores, but there are five times as many corner stores, most of which sell little or no fresh food. Compared to other San Francisco districts, Bayview residents suffer from diet-related diseases such as type 2 diabetes and heart disease at disproportionately high rates. There’s a growing movement to change those conditions, but not just by building more grocery stores. Instead, public health advocates are working with existing neighborhood store owners to improve their store layout and help them to carry healthier products that residents want.

**ACTIVITIES:** - Local Champions for Change leading store tours and sharing tips and ideas to help shoppers learn about healthy and affordable food options  
- Shoppers sampling nutritious recipes featuring in-season fruits and vegetables  
- *Network* providing giveaways such as cookbooks, recipe cards and fruit baskets

Reporters welcome throughout the event from 1-6 p.m.