

MARK YOUR CALENDARS

The Community Beautiful

Little Seeds for Big Change Campaign

PRESENTS

SEPTEMBER • NATIONAL FOOD DESERT AWARENESS MONTH

Food Deserts are large geographic areas with no or distant grocery stores. Often, they also have an imbalance of food choices, meaning more nearby fringe food such as fast food, convenience stores, and liquor stores. While these communities are without enough main-stream grocers, many do have community assets, disposable income, talented community leaders working to improve healthy food options, and appropriate sites for sustainable grocery stores, community gardens, and much more.

Why It Matters: Studies reveal that residents of Food Deserts suffer worse diet-related health outcomes, including diabetes, cancer, obesity, heart disease and premature death.

Healthy food options and choices are important for everyone.

Let September be the month to showcase what you, your community, your school, your church or your business are doing to promote solutions that improve food access, wellness, and quality of life.

SEPTEMBER – National Food Desert Awareness Month –
is a time to showcase

*Community Assets • Informed Action • Education • Solutions
Celebration*

Everyone can do something! Email your success stories to info@NCforPR.org so that we can profile your work. And please don't forget to take the **NCPR GOOD FOOD PLEDGE**. Now is the time to set your goals and take action. Good food and exercise? Yes, you can! See reverse side for more information.



We have set a goal of 1 million NCPR Good Food Pledges by September 2009. Please email us your pledge stories and numbers to help us keep track!

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