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JUNIOR LEAGUE OF PHILADELPHIA LAUNCHES *APPLE A DAY*[™] PROGRAM

Ardmore, PA (September 15, 2012) – The Junior League of Philadelphia, Inc. (JLP) today launched their exciting new program to feed the hungry in Philadelphia – *Apple a Day*[™]. JLP and their community partner, Greener Partners, co-hosted a fall service day at Hillside Farm to prepare for the construction of a new hoop house, which will extend the growing season throughout the year and enable more families to access fresh produce. More than 60 JLP volunteers and their families cleared cornfields, weeded, and assisted with preparing land for future construction.

JLP also presented a check for \$21,500 to Jason Ingle, Executive Director of Greener Partners to purchase and construct a hoop house at Hillside Farm in Media. The hoop house will enable Greener Partners to create a winter community supported shares program and to grow an additional 3,000 pounds of food annually for local low-income families. Construction of the hoop house is set to begin in the coming weeks.

JLP launched *Apple a Day*[™] in response to statistics showing nearly 17 million American children are food insecure, and 1 in 3 Philadelphia area children lives in poverty. Children living in poverty are at greater risk of suffering adverse health outcomes linked to malnutrition and epidemic hunger.

Goals of *Apple a Day*[™] include (FEED):

- **FACILITATE** increased access to fresh produce and combat malnutrition and epidemic hunger through a network of community partners including Greener Partners and the Philadelphia Orchard Project.
- **EDUCATE** children and adults to experience the connection between healthy eating and healthy living through hands-on nutrition and exercise education programs. JLP volunteers work with over 2,500 area children and their families each year alongside our community partners.
- **EMPOWER** individuals to become advocates for their own health and wellbeing by providing free health and wellness screenings to more than 300 people, in partnership

with Lankenau Hospital and Main Line Health System (beginning in 2013). League members will also work with our partners to transform more than 3,000 government subsidized school lunches into a healthy dining experience.

- **DISTRIBUTE** more than 3,500 pounds of fresh produce in areas classified as food deserts each year so that adults

“We’re extremely excited about the Apple a Day initiative,” said 2012-2013 JLP President Jennifer Morgan. “This program will absolutely have a positive impact on the health and wellness of our community.”

“What a great turnout by *The Junior League of Philadelphia* on Saturday at the farm! It’s very encouraging to see such commitment to making a positive impact towards our shared mission of increasing healthy food access within the Greater Philadelphia region.”, says Jason Ingle, Executive Director of Greener Partners.

The Junior League is Philadelphia’s leading service and training organization for women. Junior League members live and work throughout the Philadelphia and South Jersey regions. Founded in 1912, the Junior League’s 900 volunteers bring a vast array of talents and skills to their volunteer work. More information is available at our Website, www.JLPhiladelphia.org

Event photos available upon request.

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