(EMBARGOED until: October 18th 2012)
MEDIA ADVISORY

Contact: Local Coordinator, 401-777-0960
Food Day Committee Chairperson, 401-472-5920

Thousands of Buffalonians to Celebrate Food Day at Broadway Market and City Dinner

Celebrating healthy, affordable food and calling attention to local food deserts

WHAT: Thousands of Buffalonians will celebrate national Food Day on October 24th. The city-wide events begin at Broadway Market and culminate with an official city dinner hosted by Mayor Christopher Robin at 6pm with one-hundred simultaneous house and block parties.

WHO: Mayor of Buffalo
Dozens of children from the Buffalo Public School District
Executive Director, Massachusetts Street Project
Executive Director, Garden Roots

WHERE: Broadway Market, 999 Broadway, Buffalo, NY, 14212. Parking is available on the street and in lots.

WHEN: Monday, October 24, 10:45am-1:00 p.m.

VISUALS: Food Desert Photojournalism Display, Live Cooking Demonstration with dozens of children from Buffalo Public Schools

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FOOD DAY

OCTOBER 24, 2012

It's time to Eat Real!

What is Food Day?

Food Day is a nationwide celebration of and movement toward more healthy, affordable, and sustainable food culminating in a day of action on October 24 every year. Created by the nonprofit Center for Science in the Public Interest and driven by a diverse coalition of food movement leaders and citizens, Food Day aims to bring us closer to a food system with "real food" that is produced with care for the environment, animals, and the women and men who grow, harvest, and serve it. The inaugural year, 2011, featured more than 2,300 events in all 50 states!

Why should I get involved?

Food Day is a chance to celebrate what our food system does right and take action to address the pressing food issues we face:

- Poor diets cause widespread obesity, diabetes, and other diet-related diseases.
- Millions of Americans struggle with food insecurity and hunger.
- Vital food safety and anti-hunger programs are constantly under attack in Washington.
- Many food and farmworkers still labor in unfair, unsafe conditions, and animal welfare is often ignored.

The good news? By collaborating on events like Food Day, we can build the momentum needed to change the American food system.

Some benefits of participation in Food Day:

- Connection to other food activists through the Food Day network.
- Presence on the national map at FoodDay.org or in the blog.
- Access to Food Day online resources and print materials.

Who is partnering with Food Day?

Food Day's national partners (100+) include the American Public Health Association, National Sustainable Agriculture Coalition, Farmers Market Coalition, and many others. Notable food activists such as Morgan Spurlock and Daphne Oz serve on our Advisory Board. Find a full list of our partners and advisors at FoodDay.org.

Visit www.FoodDay.org to become a host or coordinator, email us at foodday@cspinet.org, or call 202-777-8392.

How can I participate?

In 2012, Food Day seeks to inspire community action in every city and state in the country, with individuals and organizations coming together on and around October 24 to learn, debate, and mobilize to improve our food system and the American diet. Here are some ways you can get involved:

- Become a volunteer community coordinator or connect with a coordinator in your area.
- Host an event, whether it is a private healthy potluck dinner using Food Day recipes, a movie screening, rally, conference, petition-signing event, or other activity, and post it on the map.
- Check out the Food Day Resources page for more ideas. The Food Day team is here to support your organizing with informational webinars and guides for schools, campuses, media, and more.
- Sign up for email updates through www.FoodDay.org, follow @FoodDay2012 on Twitter, and "Like" Food Day on Facebook!

Thank you! We hope you will join this nationwide celebration of real food.

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Learn more at www.foodday.org

Food Day, created by the nonprofit Center for Science in the Public Interest, is powered by a diverse coalition of food movement leaders, organizations, and you! Visit www.foodday.org or email foodday@cspinet.org to get involved.

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ROASTED VEGGIES WITH ATTITUDE

Toss 1 lb. broccoli and cauliflower florets in 2 Tbs. extra-virgin olive oil. Roast on a baking tray at 400°F for 20 minutes. Whisk together 1 Tbs. each of lemon juice, extra-virgin olive oil, minced shallot, and grated Parmesan with up to ⅛ tsp. salt, a little freshly ground black pepper, and the zest from ½ lemon. Toss with the roasted florets.

FOOD DAY.ORG
OCTOBER 24, 2012

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BLACK BEAN SALSA

Combine 1 can of no-salt-added black beans (drained and rinsed) with 1 chopped avocado, ¼ medium-sized diced red onion, and a handful of cilantro leaves. Season with the juice of half a lime and up to ¼ tsp. of kosher salt. Use as a garnish for grilled chicken, fish, or shrimp or as a filling for tacos.

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CURRIED RED LENTILS

Sauté 1 diced medium-sized onion in 2 Tbs. of canola oil until browned. Stir in 1 tsp. of curry powder and 1 cup of red lentils. Add 2½ cups of water. Simmer until most of the liquid is absorbed, 10 to 12 minutes. Stir in up to ½ tsp. of kosher salt. Makes 4 cups.

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APPLE SMILES

From *Janey Junkfood's Fresh Adventure!*
By Barbara Storper, FoodPlay (www.foodplay.com)

Make a sandwich with fruit as the bread! Wash and cut an apple or pear into thin wedges. Pat dry. Then, put a slice of cheese or spread peanut butter in between the two wedges. Squeeze gently. You can even smoosh puffed rice cereal into the peanut butter between the two slices for "teeth"! Smile as you eat it, and say "cheese"!

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