



Sept. 18, 2018
MEDIA ALERT

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Fresh Picks Mobile Market Holds Special “Fall Harvest” Event On Milwaukee’s South Side

Seasonal fruits and vegetables available, all at a 25% produce discount

When: Tuesday, Sept. 25
11 a.m. – 12 p.m.

Where: United Community Center
1028 S. 9th St., Milwaukee

What: This **Special Seasonal Kickoff Event** aims to raise awareness about accessible, fresh produce, held during the Fresh Picks Mobile Market’s monthly stop at the United Community Center (UCC).

The Mobile Market is a grocery store on wheels that provides access to fresh and healthy foods in Milwaukee’s food desert neighborhoods, many of which exist south of I-94, between I-94E & 60th Streets.

Event highlights:

- Seasonal produce for purchase, including assorted autumn apples and squash
- Through a gift from leading health and well-being company Humana, the Mobile Market is able to offer a 25% fresh produce discount during monthly stops at UCC.
- Mobile Market shoppers will receive a complimentary reusable grocery bag for future visits, and enjoy free food samples.
- Inside the Mobile Market, representatives from Hunger Task Force partner [UW-Extension](#) will unveil new posters and signage, all part of the national [FNV \(Fruits & Veggies\) campaign](#). FNV is a Partnership for a Healthier America initiative that uses marketing to promote consumption of fruits and vegetables.

Visuals: Shoppers receiving grocery bags and food samples
New FNV posters and signage inside the Mobile Market

Interviews: Sherrie Tussler, Executive Director – Hunger Task Force
Representative, Title – UW-Extension

Hunger Task Force is Milwaukee’s Free & Local food bank and Wisconsin’s anti-hunger leader. The organization provides healthy and nutritious food to hungry children, families and seniors in the community absolutely free of charge. Hunger Task Force was founded in 1974 by a local advocacy group who then formed Milwaukee’s first food bank. Today, Hunger Task Force is 100% supported by the community and provides a safety net of emergency food with dignity to a network of 75 food pantries, soup kitchens and homeless shelters. Through legislative analysis, education and community organizing, Hunger Task Force continues to advocate for anti-hunger policy at the local, state and federal level. For more information, visit HungerTaskForce.org.

The FNV marketing materials are administered through Wisconsin’s FNV campaign, headed by UW-Extension’s FoodWise program, healthTIDE and the Wisconsin Department of Health Services.

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