



PRESS RELEASE

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Walk This Way At Farmers' Market Family Day

REDDING, CA – Farmers' Markets are a great way for kids to get excited about trying a new fruit or vegetable. On June 30th the Redding Certified Farmers' Market will offer even more for families to get excited about! In addition to locally grown produce, there will be children's activities, a walk with Mayor Dickerson and more!

City of Redding

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- Walk with Redding's Mayor Dickerson and the Shasta Sundial Strollers at 8:30 am (choose from a short kid-friendly route or a 3-mile route).
- Enjoy children's activities provided by the Shasta Family YMCA, City of Redding's Youth Action Council, UC Cooperative Extension, Network for a Healthy California, and Shasta CAN (Coalition for Activity and Nutrition) from 9 am to noon. Plant a garden in a glove and play nutrition Olympics!
- Shop for fresh, locally grown produce during regular market hours (7:30 am to noon).
- Farmers' Market coupons will be distributed to eligible WIC families (8:30 to 11:30 am)

On Friday, June 29 the Redding Library will also offer a Farmers' Market themed story time for children at 10:30 am, in the children's story-telling arena.

"Many children enjoy coming to the Farmers' Market to help their parents shop," said Margaret Jensen, secretary for the market's board of directors and a vendor from Good Work Organic Farm. "Kids become the market's biggest fans when they try a fresh fruit or vegetable that tastes nothing like the limp, pale version they may have had before. We often hear them bugging their parents to get the healthy stuff."

The Redding Certified Farmers' Market is located next to Redding City Hall, at 777 Cypress Avenue. This Farmers' Market Family Day is organized by Healthy Shasta, a partnership to help families be physically active and eat healthy. For more information visit www.healthyshasta.org or call 229-8243.

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