



LOCAL FOOD PRESS RELEASE

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Contact:

Erin Hart
Director, Business Development
Farmers Market on Wheels
American HealthCare Group
Phone: (412)563-8800

1910 Cochran Road
One Manor Oak, 600
Pittsburgh, PA 15220
Fax: (412)563-8319

<http://www.pathwayswellnessprogram.com/>

FARMERS MARKET ON WHEELS PROGRAM Pittsburgh, PA, August 1, 2008--

"Farmers Market on Wheels" is a traveling Farmers Market serving senior centers and senior residences in Western Pennsylvania. The program works exclusively with local farms. There are 29 markets scheduled at senior facilities throughout Western Pennsylvania, mostly within Allegheny County. Exhibitors representing local farms, food purveyors and wellness providers displaying information are present at the markets.

Farmers Market Alliance and American HealthCare Group are sponsors of the program. "More and more communities want to have farmers markets, but there aren't enough hours in the day and days in the week for western Pennsylvania farmers to travel to more markets. On the other hand, these farmers can grow more produce to meet the demand and the *Farmers Market on Wheels* takes their produce to market for them," said Art King, FMA Vice President.

A wellness approach and educational component is part of the program. Rita Pollock, Executive Director of the Farmers Market Alliance, credits the success of *Farmers Market on Wheels* to its partnership with American HealthCare Group. "Without American HealthCare Group, *Farmers Markets on Wheels* could not have reached so many seniors so quickly. We look forward to expanding *Farmers Market on Wheels* beyond Allegheny County in the coming year."

American HealthCare Group provides health care education and administrative services to employers and healthcare providers. Employers can access:

- Health Screenings
- Comprehensive Wellness Programs

American HealthCare Group is a network of health care & wellness providers including doctors, hospitals, local food vendors, nutritionists, other vendors.

The Farmers Market Alliance of Western Pennsylvania is committed to developing vibrant farmers markets that can sustain local farms, so that local farms remain:

- a part of our economy
- a part of our landscape
- our best source for truly fresh nutritious foods

We believe that in Western Pennsylvania small farms can turn into strong enterprises by growing distinctive products and selling them at neighborhood farmers markets. The Alliance has the resources that farmers markets and their vendors need to succeed and to make a profit.

Additional sponsors are Sullivan Chevrolet, Community Life, Highmark Blue Cross Blue Shield and Celtic Healthcare. "Sullivan Chevrolet is delighted to be a corporate sponsor," said Sullivan Chevrolet General Manager John O'Conner.