

MY WHY PRESS RELEASE

FOR IMMEDIATE RELEASE

Cincinnati-

My Why, a nonprofit organization is pleased to announce an Inaugural West End Farmers Market at Laurel Park on September 18th, 2021, from 11 am to 3 pm.

The mission of the monthly West End markets is to improve access & affordability of produce for low-income families, while supporting local farmers and growers. Each of the monthly markets will also feature produce grown in the West End, at the West End Community Garden founded in 1990, the Betts-Longworth Historic District Community Garden founded in 2020, and the Hays-Porter School Garden founded in 2019 thanks to the efforts of West End Community Council Vice President Noah O'Brien and his wife Lizzy Chirlin

"The knowledge and camaraderie obtained through gardening are powerful tools in building stronger, healthier, and closer communities. The West End has established a great foundation in community gardening and we're going to continue to build on it" - Noah O'Brien

The nutrients found in fruits & vegetables are necessary for young brain development, academic outcomes and health/life outcomes. According to the USDA, a food desert family's two biggest obstacles in providing healthy foods for their family are cost and lack of availability within walking distance to their homes.

To remove these obstacles My Why and its sponsors, including the Cincinnati Rotary Club will host a monthly farmer's market increasing the access to locally grown fruits and vegetables in the West End. Our markets will be open to the public, those using SNAP/EBT (government food assistance funding) will receive a substantial discount (up to 50%) on all produce and a free bag of fruit. Proceeds from the farmer's market will be used to expand urban agriculture programs and to fund salad bars, and healthy food programs in Title One schools in the West End.

About My Why:

Founded in 2016, My Why is a 501 C 3 nonprofit organization. We reduce food insecurity by providing access to nutritious foods. We emphasize the value of a healthy diet and understanding how it can prevent diabetes, obesity, and positively impact cognitive skills. My Why provides at-risk youth with athletic opportunities and equipment, academic tutoring, and inspired coaching. In 2021 My Why added eradicating food deserts to their list of goals and is working to equip underserved children with the knowledge and the training to properly feed themselves for a lifetime. "Don't give them a fish, teach them to fish".

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