



STEVEN M. FULOP
MAYOR OF JERSEY CITY

CITY OF JERSEY CITY
OFFICE OF THE MAYOR

CITY HALL | 280 GROVE STREET | JERSEY CITY, NJ 07302
P: 201 547 5500 | F: 201 547 5442



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FOR IMMEDIATE RELEASE

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Contact: Jennifer Morrill
Press Secretary
201-547-4836
201-376-0699

***Jersey City Department of Health & Human Services
Continues its “Cooking Matters” Supermarket Tours;
2,000 Residents to Receive Healthy Cooking Tours***

JERSEY CITY – Mayor Steven M. Fulop and the Department of Health and Human Services are pleased to announce the continuation of the ‘Cooking Matters at the Store’ pilot program with a tour scheduled for **10 a.m. on Monday, Aug. 18, 2014**, at Extra Supermarket in the HUB, 360 Martin Luther King, Jr. Drive. Mayor Fulop will attend the tour, which will include WIC program participants and senior citizens, who will learn how to make healthy food choices at the supermarket.

The ‘Cooking Matters at the Store’ program trains community volunteers to lead healthy food shopping tours of supermarkets, and then requires participating agencies, in this case the Department of Health and Human Services, to lead members of the public on tours. At the end of each tour, participants receive a \$10 voucher to spend, right then and there, on healthy grocery items.

“Learning strategies for identifying healthy foods at the supermarket is not a skill that can be easily self-taught,” said **Mayor Fulop**. “Cooking Matters has given Jersey City the resources to go into different communities and make sure that people are using their food budget on nutritious foods, which is a skill that will ultimately increase the overall health of the city.”

Jersey City is the first municipality in the country to receive grant money to administer Cooking Matters. Through a partnership with the Jersey City WIC office, local community groups, and direct outreach to the general public, the Dept. of Health & Human Services was able to administer the program and has nearly reached its goal of providing tours to 2,000 residents.

“The HHS Department set an ambitious goal by committing to reach 2,000 residents through this important program,” said **Mayor Fulop**. “Hopefully, through the success of the tours, we can qualify for additional grant monies to expand the program to cooking classes and other wellness programs.”

If you would like more information about Cooking Matters, please contact Gillian Sarjeant-Allen at (201) 547-6806, or email her at GSarjeant-Allen@jcnj.org.

All media inquiries should be directed to Jennifer Morrill, Press Secretary to Mayor Steven M. Fulop at 201-547-4836 or 201-376-0699.////