

FOR IMMEDIATE RELEASE

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Cornwall, ON - Calling all local food programs and businesses - The Local Food Challenge is back!

Food business owners, local organizations, and residents of Stormont, Dundas & Glengarry, Prescott-Russell, and Cornwall & Area are now invited to register for the 2nd annual Local Food Challenge (LFC), happening August 12 to 28, 2016. Once registered, participants will be challenged to (re)discover the local food sources in their community, choose more local food, and share their local food experiences online for a chance to win prizes.

This year's regional initiative has been organized by members of the All Things Food Community Food Network, including the Eastern Ontario Health Unit, Kozroots Community Empowerment Projects, Centre de santé communautaire de l'Estrie, Seaway Valley Community Health Centre, the Eastern Ontario Agri-Food Network, and the Social Development Council of Cornwall and Area.

"We have decided to announce this year's LFC during Ontario's Local Food Week, scheduled from June 6 to 12, 2016," explains Kat Rendek, All Things Food Network Coordinator. "We see this as the perfect time to get residents excited about the bounty of fresh and healthy food produced in our region of Ontario"

"We want to take this opportunity to reach out to the many local food businesses, programs, and organizations in our region, and invite them to participate," says Lynne Giroux, Eastern Ontario Health Unit. "We need their help to make the Local Food Challenge a success!"

If you are a local food business, program, or event organizer that grows, features, uses, or sells products from locally sourced ingredients, please register as a "Partner" on the *NEW* Local Food Challenge website, www.localfoodchallenge.ca. Registration is free. Once registered, Partners will have immediate access to our marketing tools which will help to promote their local food product, event, or service to all LFC participants and the community at large.

In 2015, over 200 businesses and community members participated in the inaugural Local Food Challenge, and the event organizers hope to reach many more in 2016. There are so many ways to get involved in this year's event, so register today at www.localfoodchallenge.ca.

If you need help or have a question, please contact Kat Rendek at (613) 935-4017 or e-mail sdgprlocalfoodchallenge@gmail.com.

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