



416-533-6363

EMAIL

INFO@WESTENDFOOD.COOP

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West End Food Co-op

PRESS RELEASE

October 9, 2009

For immediate release

LOCAL FOOD FOR LOCAL TASTES

The launch of the West End Food Co-op's bond campaign on November 2nd

Join the West End Food Co-op for music, food and discussion at our upcoming launch event with community members, supporters and partners! Food activists, farmers, artisans, non-profit organizations and others have come together to create the West End Food Co-op: an innovative non-profit cooperative of multiple stakeholders, which plans to open a community owned food store in late 2010 or early 2011.

The event is free, open to the public and will include an overview of WEFC projects in 2009, and information on supporting the co-op through bonds and other possibilities. There will also be vibrant music, good food, and a chance to meet some of our community partners. This launch will be held at the Gladstone on November 2nd from 7:00 to 9:00pm, and will help fuel the bigger conversation about how to transform our community food system.

The WEFC is one of the first food co-ops in Ontario to include multiple stakeholders: producers, workers, eaters and community partners. The WEFC has already coordinated several successful community projects, including a summer 2009 series of food mapping workshops involving hundreds of residents and agencies, and through the operation of the Sorauren Park Farmer's Market, now in its second successful year. Community members have expressed an overwhelming desire for local food that reflects the diverse flavours of the West End. The WEFC's commitment to local food for diverse tastes acknowledges the varied communities of the West End and the importance of all stakeholders to community food solutions. This means creating space to share food skills and knowledge in a way that supports local food: something that is good for the economy, community and planet.

This event will not only be a chance to meet market vendors, browse food maps and connect with others, but will serve as an opportunity for people to invest in their local economy through buying WEFC community bonds. As a non-profit, the WEFC works to balance the needs of all of our stakeholders and this includes fair pricing, a nominal membership fee, and different options in the available bonds. These community investments keep money, jobs and resources in our community while creating a better food system.

Join us at this event for music, food and conversation about how we can improve our community food system in Toronto's West End, and start taking those steps together!

Event details:

West End Food Co-op Bond Launch Event
November 2, 2009, 7:00-9:00pm
The Gladstone, 1214 Queen Street West

Contact information/RSVP:

Sally Miller or
Hannah Lewis
416-533-6363

sally@westendfood.coop
hannah@westendfood.coop

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