

MEDIA ADVISORY
June 4, 2007



Metropolitan Family Service

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FOR IMMEDIATE RELEASE:

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Rides for Seniors to Farmers Markets

Metropolitan Family Service – Project Linkage, and Ride Connection to schedule monthly trips to regional markets.

Portland, OR – June 4, 2007 – Are you a senior or disabled? This summer, a fledgling service is expanding to provide rides to local farmers markets. Project Linkage, a program of Metropolitan Family Service, and Ride Connection will be offering rides from several locations.

Farmers markets are a great outdoor activity for seniors. Most markets are located in easy access locations on level pavement or along sidewalks. Many have music, performances and food vendors in addition to produce and farm products. Farmers markets provide a venue for seniors to interact with their neighbors and maintain connections in the community.

All local farmers markets accept Senior or WIC coupons from the Farm Direct Nutrition Program. The coupons are good for fresh produce and herbs. Many of the markets are able to process Oregon Trail food stamps cards as well.

On Wednesdays June 6th and June 13th, Project Linkage, will offer transportation from sites in SE Portland to the Moreland Farmers Market. To get a ride call (503) 249-0471. RideAbout, a shuttle service coordinated by Ride Connection, has already begun trips to the Portland Farmers Markets, Interstate Farmers Market, and the Alberta Farmers Market each month. For more information contact Ride Connection at (503) 266-0700.

Access to farm fresh foods for the nutritionally at risk has been a goal of Laura Wendel of the Moorland Farmer's Market and Suzanne Briggs, one of the founders of the Hollywood Farmer's Market and consultant to Kaiser and the Food Policy Council of Multnomah County. "Suzanne described a successful day at Interstate Market where RideAbout picked up seniors and brought them to the market," said Wendel, "this inspired me to continue our efforts and outreach. Suzanne is working to expand the program to cover the tri-county area."

STRENGTHENING
FAMILIES AND
INDIVIDUALS
WHILE ENHANCING
THEIR PARTICIPATION
IN COMMUNITY LIFE

Metropolitan Family Service has played a vital role in the lives of children, families, and older adults in the Portland area. We are dedicated to building stronger communities by providing services, connecting people with resources, and offering volunteer opportunities. **Project Linkage** is a program of Metropolitan Family Service. Project Linkage helps older adults remain independent by linking them with volunteers who provide in-home support and transportation services. To volunteer, contact, Beth Jacobs, Volunteer Coordinator, at 503.249.8215, ext. 22 or bethj@metfamily.org

For more information visit www.metfamily.org, or contact Pat Kaczmarek, Marketing & Communications Manager, at 503.232.0007, ext. 170 or patk@metfamily.org

Ride Connection is a nonprofit, community service organization established to link accessible, responsive transportation with community needs. Ride Connection coordinates a Network of over 30 providers. Our service representatives schedule over 358,000 rides for more than 10,500 individuals annually, and our numbers keep increasing.

For more information visit www.rideconnection.org. To schedule a ride call 503.226.0700.

Oregon Farmers Markets Association

Oregon farmers' markets are a unique partnership between city residents and farmers. The Oregon Farmers' Markets Association seeks to promote, support and develop this partnership for the benefit of Oregon farmers and Oregon communities. For more information, call 503-233-8425, or visit www.oregonfarmersmarkets.org

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