

EASTERN MARKET CORPORATION

BRIDGE CARD NOW ACCEPTED AT EASTERN MARKET **Program improves access to fresh, local produce**

FOR IMMEDIATE RELEASE

Contact: Laura L. Rodwan 313.477.2750 or Cara I. Belton 313.520.8454

DETROIT, MI—July 16, 2007—More than 20 vendors and farmers at Eastern Market-Detroit today announced they are accepting the Bridge Card, which is also known as the Electronic Benefits Transfer (EBT) card. Now in addition to cash, vendors and farmers are able to offer customers this additional payment solution. Eastern Market Corporation recently met all eligibility criteria and was approved to accept the EBT/Bridge Card.

To use this system, customers should come to the new Welcome Center, located at 1445 Adelaide at Market Street. They will receive tokens valued at one dollar each, redeemable only at the Eastern Market, for high-quality, farm fresh products.

Families in low-income neighborhoods often have trouble buying fresh fruits and vegetables in their immediate vicinity because of a lack of grocery stores. This problem has been exacerbated by the recent closing of Farmer Jack stores in Detroit. The Eastern Market is the go-to resource located in the heart of the city, where people can easily access a wide variety of healthy foods.

“The roll-out of this program comes at an important time for the Market and the Detroit community,” said Kimberly Hill, Director of Outreach and Community Relations for Eastern Market-Detroit. “The Eastern Market is a long-standing Detroit tradition with a strong community base. By offering the Bridge Card, we are extending our reach to an even broader population, and increasing food accessibility in the Detroit-Metro area.”

Hill added that the goal of the Eastern Market is to help make healthy and nutritious food more accessible to low-income families and individuals. “Every Bridge Card dollar spent at the Market will have a lasting effect in our community. It allows the buyer to make healthy food choices and the money spent with local farmers continues to circulate in Michigan and support small-scale producers,” she added.

Eastern Market-Detroit is located between Gratiot and Mack, bordered by St. Aubin and the I-75 service drive—just northeast of downtown Detroit. The Market is open on Saturdays from 6:00 a.m.-4:00 p.m. For more information, contact 313-833-9300 or visit the website at www.detroiteasternmarket.com.

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