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For Immediate Release

April 16, 2021

Free 30-Day Health Challenge Begins April 22

Start to live a healthier life guided by Foodtown's RDN Jacqueline Gomes, and book giveaways by leading food authors and NY area chefs

NY, NJ, CT - With so many of us home-bound this past year due to the coronavirus, Foodtown Supermarkets, as an integral member of the community, wants to do its part in helping us get back on track to healthier living this spring. To do so, the supermarket is sponsoring a FREE 30-Day Health Challenge. The Challenge is set to officially launch on Thursday, April 22, and will feature Foodtown's own dynamic registered dietitian and nutritionist Jacqueline Gomes, who will lead the way in providing weekly tips, healthy recipes, and motivation.

Exciting features of the Health Challenge will include tips on meal prep, food logging, and giveaways of highly acclaimed books on food such as signed copies of leading author and food journalist Jeff Gordinier's book *Hungry: Eating, Road-Triping, and Risking It All with the Greatest Chef in the World*. And books he has recommended by leading New York area chefs such as signed copies of *The Third Plate* by Dan Barber of Blue Hill at Stone Barns, and cookbooks including: *Chasing Flavor* by Dan Kluger, *Ruffage* by Abra Berens, *How to Dress an Egg* by Ned Baldwin and Peter Kaminsky, *In Bibi's Kitchen* by Hawa Hassan and Julia Turshen, and *Vegetable Kingdom* by Bryant Terry.

Participation in the 30-Day Health Challenge is via [Facebook Live](#) and will be led by Foodtown's RDN Jacqueline Gomes, who will explain The Challenge, how it will work, check-ins, where to find healthy recipes

and more beginning Thursday, April 22 at 1 PM (EST). For more details, participation information, and entry to win prizes visit <https://www.foodtown.com/30-day-challenge>.

“The Health Challenge is designed to fit everyone’s needs,” explains Gomes. “It will include weekly tips on preparing healthy meals and snacks, food logging, healthier food choices, facilitating change over time, easy ways to incorporate vegetables, and personal rewards for making better choices that are not food-based. We will also have a weekly support and accountability meeting via Facebook Live for those interested.”

Foodtowns welcome you to join them in this Health Challenge and share the following message, “Let’s take this journey together.”

Photos:

1) 30-Day Health Challenge begins April 22 with Registered Dietitian Jacqueline Gomes of Foodtown.

2) Food book giveaways such as signed copies of author and food journalist Jeff Gordinier’s book *Hungry: Eating, Road-Tripping, and Risking It All with the Greatest Chef in the World* and books he recommends such as *The Third Plate* by Dan Barber, chef and co-owner of Blue Hill and Blue Hill at Stone Barns.

(Jeff’s photo should credit: Photo by Andre Baranowski)

About Foodtown Supermarkets

For 65 years, the Foodtown banner has proudly served the communities of New Jersey, New York, Connecticut and Pennsylvania. Our mission is to be the best grocery retailer in our market by delivering the freshest quality products and providing the friendliest service.