



## FOR IMMEDIATE RELEASE

### **Atlanta Falcons Youth Foundation Sponsors Biodegradable Bags for Peachtree Road Farmers Market** *Saving a Half-Ton of Waste from entering Landfills*

Media Presentation  
Saturday, April 23, 2011 9:00 am– Earth Day Weekend

ATLANTA, April 13, 2011 — The Peachtree Road Farmers Market (PRFM) announces a partnership with the Atlanta Falcons Youth Foundation (AFYF) to provide corn-based biodegradable bags to customers for PRFM's 2011 season. Together, AFYF and PRFM will save a half-ton of plastic bags from entering landfills. The BioBag innovation was developed by PRFM intern Ms. Avery Wiens, a Lovett High School student who secured the funding as part of her senior project. **Media are invited to a special Earth Day weekend presentation at the Peachtree Road Farmers Market, featuring Avery and representatives from the Atlanta Falcons Youth Foundation, on Saturday, April 23, at 9:00 a.m.**

"We are thrilled to partner with Peachtree Road Farmers Market to launch the BioBag innovation, which will help Atlanta move into a greener, healthier future," said Penelope McPhee, president of The Arthur M. Blank Family Foundation, of which the Falcons Youth Foundation is an affiliated fund. "We are grateful to Avery Wiens and the market staff for identifying a solution that can work here and at markets across Georgia."

BioBags reduce the use of toxic plastic bags. BioBags protect produce while also protecting the planet. PRFM will use these biodegradable bags to provide cover for more fragile produce such as lettuces and herbs, as well as loose items like tomatoes and berries. The addition of BioBags at the Market will save a half-ton of waste (more than 50,000 bags) from spending hundreds of years in landfills polluting the earth. By comparison, BioBags will typically biodegrade within one year.

"The most wonderful part of this project is how it has brought the best of the community together – youth leadership shown by Avery, critical funding by the Atlanta Falcons Youth Foundation, collaboration from local farmers and businesses, and support from thousands of metro Atlanta residents working together to make a change for our local environment. The impact is overwhelming," said Lauren Carey, Peachtree Road Farmers Market Manager.

### **About the Atlanta Falcons Youth Foundation**

The Atlanta Falcons Youth Foundation (AFYF) was established in 1985 to serve as the philanthropic arm of the Atlanta Falcons. Since Arthur Blank acquired the Atlanta Falcons in 2002, AFYF has grown to be the largest owner-funded foundation in the National Football League, providing more than \$17 million in grants to nonprofit organizations across the state of Georgia. Learn more about the Atlanta Falcons Youth Foundation at [www.AFYF.org](http://www.AFYF.org).



### **About the Peachtree Road Farmers Market**

The Peachtree Road Farmers Market was founded in 2007 as a joint project between Gina and Linton Hopkins (of Restaurant Eugene, H&F Bread Co., H&F Bottle Shop, and Holeman & Finch Public House) and the Cathedral of St. Philip. The farmers with whom the Hopkins' work were in need of a centrally located weekly market and the Cathedral, located near the center of Buckhead, had space in its large parking lot and the desire to bring the community together around local food.

The Market has grown from 12 vendors in its first year to 70 vendors in 2011, making it the largest producer-only market in metro Atlanta. Producer-only means that everything at the Market has been grown, raised, or made by the seller, ensuring fair prices for both the vendors and the consumers. The Market staff visits member farms and kitchens to make sure its consumers are getting the highest quality produce and products. Vendors range from farmers, meat and dairy purveyors, chefs/prepared food specialists and artists.

Now in its fifth year, Peachtree Road Farmers Market is a leader in the community. The Market accepts Georgia EBT/ SNAP benefits (food stamps) and doubles the value through its partnership with Wholesome Wave Georgia, helping to make healthy food accessible to all.

### **2011 Peachtree Road Farmers Market**

The Market takes place every Saturday beginning April 9, rain or shine, until December 17th. There are over 36 chef demonstrations scheduled for this season and 50 weekly vendors. Each week brings new produce, vendors, and events. This year, in partnership with The Captain Planet Foundation, PRFM will have monthly hands on programming for children to learn about the earth, environment and how food grows. For a full calendar of demos and events, visit [www.peachtreeroadfarmersmarket.com/calendar.html](http://www.peachtreeroadfarmersmarket.com/calendar.html).

2011 sponsors of the Peachtree Road Farmers Market include The Ellis Hotel, Whole Foods Market Buckhead, Wholesome Wave GA, Captain Planet Foundation, and the Atlanta Falcons Youth Foundation.

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