



project WINTERFOOD

www.winterfood.org

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FOR IMMEDIATE RELEASE:

Project Winterfood is a local food event and art exhibition organized by a group of VCU Graphic Design students. The theme of the event is spinach, apples, and sweet potatoes: all seasonal foods available in Virginia during the Winter.

Event + Art Exhibition

December 2nd, 2009

7-10 PM

1509 West Main Street

Continued Art Exhibition

December 4-31st, 2009

Gallery 5, 200 W. Marshall St.

What is it?

Project Winterfood is a local food resource, art exhibition, and benefit event. Project Winterfood was created by a group of VCU Graphic Design students to help share and preserve the culture of food in our Richmond community. The students who organized the event know how easy, practical, and beneficial it is to utilize local food options. With the help of some community partners, we are excited to share this knowledge with the public.

Project Winterfood will house a fascinating art exhibition made up of work that celebrates three winter foods: apples, spinach and sweet potatoes. The artwork has been donated by local artists and will be on sale during the exhibition. All proceeds from the artwork will go to benefit non-profits who are working to make a positive difference in the Richmond community.

At the event, there will be a gathering of partners involved in the Richmond area food community to answer questions and share information about local food options, resources, and benefits. Visitors will be able learn more about how they can easily enjoy food from local farms as well as restaurants that use locally sourced ingredients. The community partners include such local businesses as the Farm to Family Veggie Bus, Dominion Harvest, and many more to come, which will be included on the website as the project comes together.

During the event there will be live fiddle music, sample & tasting booths, and delicious coffee provided by Rostov's Coffee & Tea. Each visitor will leave with a complimentary take-home brochure designed by Project Winterfood. The brochure will contain information & resources as well as recipes that include the three featured winter foods.

After the event, the artwork will be on display in Gallery 5 throughout the month of December. It can be purchased during that time as well.

Why is it important?

The team at Project Winterfood is passionate about sharing and preserving food culture. It is our mission to share with others in the community how easy, accessible, practical, beneficial, inexpensive, and fun it is to utilize local food options. Project Winterfood is reaching out to everyone— those who already enjoy farm fresh foods and those who have heard the phrase “eating locally” without getting a chance to learn what it’s really all about.

The Project Winterfood event will present seasonal winter produce in a unique way that creates a memorable, informative, and fun experience.

Who are we?

Project Winterfood is combined of a group of VCU Graphic Design students who are interested in promoting positive change through community service learning. They are part of Noah Scalin's Design Rebels course striving to make a positive difference as Graphic Designers in the Richmond Community.