

# Third Annual Bronx Food Festival: Bodegas



The Third Annual Bronx Food Festival, held in October 2006, offered owners of Bronx restaurants and bodegas (small grocery stores) an opportunity to demonstrate their commitment to a healthier Bronx by offering neighborhood residents healthier food choices. The Festival is organized by **Bronx Health REACH** and its sister program, **Bronx Healthy Hearts**. Both programs are led by the Institute for Family Health.

Together, the programs work with restaurants, bodegas, and schools to improve the health of the community through nutrition and exercise programs.

The Bodega Campaign is intended to offer children more opportunities to make healthy food choices and to point them "in the right direction" when they buy snacks at the bodegas near their school.

At left, children and parents from CES 90 receive gift packages containing a healthy snack from La Sirena bodega, and jump ropes, to encourage them to exercise.



These Bronx grocery stores have joined Bronx Health REACH's campaign to increase the healthy food choices they offer. Each is located near a Healthy Hearts partner school.

**La Sirena**  
193 McClellan St.

**L&RG**  
152 East 171st St.

**Te-Te's**  
106 E. 165th St.

**Washington Grocery**  
2179 Washington Avenue



Bodega owners commit to providing healthier choices such as fruit, baked chips, and low-fat milk at their grocery stores.

**Marisela Hernandez**, wife of La Sirena bodega owner **Francisco Hernandez**, accepts a certificate of appreciation from **Charmaine Ruddock** (right), project director of Bronx Health REACH, while **Geysil Arroyo**, Bronx Healthy Hearts project coordinator, looks on.

