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Promoting Healthy Eating in NYC Communities

At EmblemHealth, caring about the health of our customers means more than just providing access to quality health care. That's why we've partnered with GrowNYC to help improve nutrition for New Yorkers in several communities throughout the City. A leading nonprofit organization, GrowNYC's mission is to improve the quality of life in the City through programs that transform neighborhoods and empower residents to strive for a clean and healthy environment.



We're Sponsoring Two Nutrition Programs

As part of our effort to help encourage healthy eating in underserved neighborhoods of New York, we're pleased to sponsor two exciting GrowNYC programs:

1. [Grow NYC's Greenmarket Youth Education Tours](#) introduce children in grades K–12 to an outdoor farmers' market, with up to 3,000 students taking guided tours of greenmarkets in Brooklyn and upper Manhattan. Children will receive co-branded EmblemHealth/GrowNYC Greenmarket Bucks worth \$2.00 each to spend on fresh produce, plus a tote bag containing educational materials.
2. GrowNYC operates [Youthmarkets](#), a unique way of making fresh produce available to New Yorkers in areas of the City where it may not be readily available. GrowNYC purchases fresh produce from greenmarket farmers and trains young people to operate farm stands that offer locally grown produce in their neighborhoods. We will also distribute health and wellness information from July through October.

Greenmarkets in Diverse Neighborhoods

The three greenmarkets we're sponsoring (one is a Youthmarket) are located in diverse neighborhoods where we can get involved with, support and grow our membership:

- Central Brooklyn
- Upper Manhattan
- An area of Queens called the "Melting Pot" that includes Elmhurst, Jackson Heights, Corona, Sunnyside and Woodside.

Our support for the greenmarkets is one way we're bringing care closer to the communities we serve. So when you sell an EmblemHealth plan, you can feel confident that your clients' health coverage comes from a company that genuinely cares about the health and wellbeing of all New Yorkers.