

**For Immediate Release**

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**CAPE MARKETEERS CLUB TO START ON JUNE 15**

Cape Girardeau, MO – The Cape Riverfront Market is starting a Cape Marketeers Club for kids ages 5-12 that promotes healthy eating habits by: educating kids about the variety of local produce available; equipping kids with nutritional knowledge so they can make healthy food choices; demonstrating the growing process so they have an understanding of how food is produced and where it comes from; giving kids a scientific background about the importance of local, fresh food; and cultivating the next generation of market-goers.

The Cape Marketeers Club will begin on June 15 and will have monthly activities at the market on the 3<sup>rd</sup> Saturday of each month thru October. Signups for the club began at the market on May 25 along with a fun, introductory demonstration and activity that involved extracting DNA from strawberries to learn about their nutritional makeup. All club activities are free to the community. Incentives and rewards will be given out based on the frequency of participation in the form of \$2 tokens that can then be spent at produce booths.

The participants will also receive lanyards that will hold the marketer's passport. This passport will act as both their membership card and as a means of tracking their participation. These personalized passports will be kept at the club tent and checked out to the member so they can wear it around the market as a proud Marketeer! At the end of the activity or before they leave the market for the day, they will get their passport stamped and turn it in for safekeeping. The Cape Marketeers Club hopes to show that farmers markets are for everyone!

The Cape Marketeers Club committee is comprised of nine members from the community from a variety of fields and professions including dietitians, chemistry professors, farmers, college students and leaders from community organizations such as the Southeast Missouri Food Bank. This diversity will allow the club to offer programming in a variety of areas including nutrition, science, food growing, environmental sustainability and food availability for residents at all income levels.

For more information visit [www.caperiverfrontmarket.com](http://www.caperiverfrontmarket.com) or call Old Town Cape at 573-334-8085.

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