



FOR IMMEDIATE RELEASE

June 26, 2019

Island Roots Market Co-operative announces funding support from the BC Government's Buy BC Partnership Program

Providing a venue for consumers to access local BC fresh products is what Island Roots Market Co-operative is all about. Given this commitment to the community and local BC products the relationship with the Buy BC Partnership program was a natural fit. The team at Island Roots Market Co-operative is excited to announce the launch of a marketing campaign, encouraging people to participate in the market as shoppers and vendors and contribute to the local food economy. This project is supported by the BC Government's Buy BC Partnership Program; delivered by the Investment Agriculture Foundation of BC with funding from the Government of British Columbia.

"The Island Roots Market Co-op is a great place to find some of the best local products and meet the people growing, raising, and processing the food that builds Nanaimo's community, health, and food security. Thanks to this BuyBC partnership, Island Roots will be able to connect more people in Nanaimo to the great food and drinks made right here on the Island," said Sheila Malcolmson, MLA for Nanaimo.

" Island Roots Market Co-op is about eating local and healthy living. It's about community connection, social transformation, environmental preservation and rebuilding a once flourishing local food industry. This grant from the Investment Agriculture Foundation of BC shows that the government shares these objectives and it will be a tremendous help in letting the community know what the market is about, where and when to find it and how we are building for the future." Says Larry Whaley, president of island Roots Market Co-operative.

Island Roots Market Cooperative is hoping to grow their influence this summer and is inviting consumers to "Discover their Island Roots". The marketing campaign will include video, social media, print advertising highlighting vendors, products, and the markets positive and friendly atmosphere.

The market operates every Wednesday in the upper field at Beban Park from 4-6:30pm, from now until October. In October the market will move indoors for the season.

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