



FOR IMMEDIATE RELEASE:
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MEDIA ADVISORY

Agricultural Institute of Marin launches *The Rollin' Root* during National Farmers Market Week

WHAT: Ribbon-cutting Celebration for launch of *The Rollin' Root* mobile farmers market

WHEN: Thursday, August 9th, 9 – 10 a.m. PDT

WHERE: Whistlestop Active Aging Center, 930 Tamalpais Ave., San Rafael, CA

The Rollin' Root then moves to:

Marin Valley Mobile Country Club, 100 Marin Valley Drive, Novato: 11 a.m.- 12 noon

Maria B. Freitas Senior Community, 455 Manuel T. Freitas Parkway, San Rafael: 3-4 p.m.

WHO: Agricultural Institute of Marin (AIM)

INFO: *The Rollin' Root* is a food truck with a mission to increase equitable access to fresh, healthy food grown on local farms and to provide nutrition education in underserved communities. AIM's goal is to ensure that all members of our community have access to fresh fruits and vegetables, regardless of transportation or economic barriers.

The launch will bring together community supporters and local government representatives to witness the first sales from the new mobile farmers market. The inaugural route will run every Thursday with a focus on low-income older adults in Marin County.

For more information, visit www.agriculturalinstitute.org. #rollinroot

AIM will celebrate National Farmers Market Week with events throughout the Bay Area, including;

- *National Night Out in Point Reyes Station on August 7.*
- *Diggin' the Farmers Market at the Marin Civic Center Farmers Market on August 9; and at the Grand Lake Oakland Farmers Market on August 11.*
- *Temporary tattoos and interactive events will be offered at all seven farmers markets*

About the Agricultural Institute of Marin

The Agricultural Institute of Marin is an educational 501(c)(3) nonprofit organization. AIM's mission is to educate the public about the nutritional and economic benefits of buying locally grown food directly from farmers, and to connect and support communities and agriculture. AIM currently manages seven Certified Farmers Markets in three Bay Area counties and provides hands-on educational programs to thousands of children and adults about the connections between the environment, agriculture, and health.