



For Immediate Release:

Date: May 30, 2007

Contact: Name: Clare Waldron

Phone: 973-286-8284

**BRANCH BROOK PARK ALLIANCE ANNOUNCES
2007 SUMMER FUN WITH FARMERS' MARKET, FITNESS AND FREE MOVIES**

Newark, NJ-Today Branch Brook Park Alliance in partnership with Essex County and Forest Hill Community Association announced an exciting line up of events scheduled throughout the summer in Essex County's Branch Brook Park.

The second season of the Branch Brook Park Farmers' and Community Market will commence on Saturday, June 30th, continuing each Saturday from 9:30am-1:30pm through October 27, 2007. Every week fresh produce, baked goods, and specialty items will be sold alongside live entertainment, cooking demonstrations, health screenings and a weekly two-mile "Walk/Run to Better Health," designed to encourage New Jersey and Newark residents to adopt healthy lifestyles through exercise and nutrition.

Every Saturday during the Market Season, all are encouraged to meet at Essex County's Branch Brook Park's Middle Division Complex at 9:30am to train for a 5K, 10K and Half-Marathon with the New York Sports Club, sponsored by Horizon Blue Cross Blue Shield of New Jersey. All who participate with the "Walk/Run to Better Health" will be entered into a drawing to win a free ride on the Horizon Blimp! The more times you participate with the Walk/Run, the more chances you have to win. On-site nutritionists and fitness trainers will also be available, encouraging residents to eat healthy, feel healthy and be healthy.

Opening day festivities kick off at 9:30am with a 2-mile walk/run followed by a series of activities including health screenings conducted by Horizon Blue Cross Blue Shield representatives, cooking demonstrations led by CJ Reycraft of Newark's popular eatery, 27Mix; live music, face painting; pony rides and a petting zoo; and a series of activities designed for the community and surrounding areas.

A calendar of scheduled additional activities is attached, and will continue to be updated as the summer progresses. Updated information can be found on the website, www.BranchBrookPark.org.

Additionally, the Branch Brook Park Alliance has announced that free outdoor movie screenings will be presented in the Park on select Friday nights throughout the month of July co-sponsored by Essex County Department of Parks, Recreation and Cultural Affairs and Whole Foods Market of Montclair. All are invited to bring family and friends over to the Park to enjoy free films such as *Happy Feet*, *Akeelah and the Bee* and *Dreamgirls*. "Branch Brook Park Alliance is thrilled to be able to offer families this wholesome opportunity to enjoy the Park and fresh air under the stars on a summer night," says Barbara Bell Coleman, co-chairperson of Branch Brook Park Alliance. Films will be shown in the Meadow, north of the Ballantine Gates in Essex County's Branch Brook Park July 13, 20, and 27. Festivities begin at 7:30pm; movies begin after sundown, approximately 8:30pm.

July 13th- *Happy Feet*

July 20th- *Akeelah and the Bee*

July 27th- *Dreamgirls*

For more information or to register for Horizon Blue Cross Blue Shield of New Jersey Walk/Run to Better Health: visit www.BranchBrookPark.org, email Market@BranchBrookPark.org, or call 973.268.2300.

CALENDAR OF ADDITIONAL ACTIVITIES

June 30*

- 27Mix Cooking demos
- New Jersey Transit
- Storytelling with Newark Public Library
- GlassRoots
- Newark Bears
- Whole Foods Market of Montclair

July 7

- Newark Department of Health
- Community Cycling Day, includes
 - Jr. State Bicycle Champs Road Race,
 - Free Bicycle Safety Checks
 - Free race/ride clinics performed by local teams
 - Free family ride on course closed to traffic

July 14

- Greater Newark Conservancy
- Newark Department of Health
- Whole Foods Market of West Orange

July 21

- New Jersey Transit
- 27Mix Cooking demos

July 28

- Storytelling with Newark Public Library

August 4

- Newark Department of Health
- New Jersey Transit
- 5K run/walk

August 11

- Newark Department of Health
- Greater Newark Conservancy
- 27Mix Cooking demos

August 18

August 25

- Storytelling with Newark Public Library
- UMDNJ (blood pressure screenings)
- 5K, 10K Run/Walk

September 1**

September 8

- 27Mix Cooking demos

September 15

- Greater Newark Conservancy
- New Jersey Transit

September 22***

- Storytelling with Newark Public Library
- 5k, 10K Run/Walk

September 29

- UMDNJ (blood pressure screenings)

October 6

October 13

- Greater Newark Conservancy

October 20

- GlassRoots
- Storytelling with Newark Public Library

October 27****

- UMDNJ (blood pressure screenings),
- 5K, 10k, half marathon
- Fall Fest festivities, pumpkin carving