

**Community and Media Advisory**

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**C fresh MARKET Ribbon Cutting Set for January 31;  
focus on healthy food initiatives**

*Market at 801 University Ave. in Des Moines brings grocery back to the neighborhood*

January 30, 2013 (Des Moines, Iowa): C fresh MARKET at 801 University Ave. in Des Moines will hold a program and ribbon cutting ceremony January 31 at 9:45 a.m. to officially welcome grocery back to a neighborhood that has been without these services since 2004. A ribbon cutting with the community will follow. Government officials, city council members, community leaders and funders will attend the event to speak in support of the market's focus on healthy foods, economic development and impact on the community.

C fresh MARKET provides to the community a variety of traditional and international foods, fresh produce, a full service meat department, deli and bakery. A salon, jewelry store and travel agency also occupy space connected to the grocery store. Together the grocery and retail stores occupy 23,000 square feet in the building. The Evelyn K. Davis Center for Working Families, which opened in August of 2012, occupies the remaining 12,000 square feet of the building.

“We are incredibly excited to be a part of this community, providing healthy and diverse food options as well as employment in the heart of Des Moines,” Simon Cotran said. “We thank the community and partners who have stood by us and watched the store come to life, and we look forward to serving this community.”

[IFF](#), a leading nonprofit community development financial institution (CDFI) lender and real estate consultant, has provided funding for the grocery store through the federal Healthy Food Financing Initiative (HFFI) program -- and the new store is the first HFFI-funded store in Iowa.

“C fresh MARKET's healthy foods will help foster healthier diets and a healthier community -- and we're very proud to be supporting this wonderful new store,” said IFF CEO Joe Neri. “As community education is integral to our HFFI program, C fresh MARKET will help spread vital information about healthy eating habits throughout the community.”

IFF, with an office in Davenport, has been assisting Iowa nonprofits and other organizations serving low-income areas since 2006.

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