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PRESS RELEASE – For Immediate Release

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“Savor the Flavor of Eating Right” With New *Maricopa Healthy* App

PHOENIX (March 10, 2016)— March is National Nutrition Month, and a new app makes it easy for Maricopa County residents to live National Nutrition Month’s 2016 theme, “Savor the Flavor of Eating Right.”

There are nearly 50 farmers’ markets in the Valley, each with fresh, locally-grown foods that pack a punch of flavor. A free new mobile app makes it easy for residents to find a market near them to enjoy fresh-picked foods and support local growers.

Maricopa Healthy is a free app designed by the Maricopa County Department of Public Health (MCDPH) to help Maricopa County residents and visitors find these markets, as well as fun recreation through parks around the Valley.

“We’re excited to offer this technology to our residents to help them more easily identify places within their community to recreate with their families and shop for healthy foods” says Director Bob England, MD, MPH. “People might be surprised to find the number of parks and farmers’ markets in our Valley, some that are likely within their own communities they may never have known were there.”

With over 40 farmers’ markets and over 400 local parks currently listed and more being added, there’s plenty to do no matter where in the Valley you are. *Maricopa Healthy* is a handy tool for many uses:

- *Planning get-togethers with family and friends?* Use the Healthy Recipes feature to find recipes that are both good-tasting and good for you.
- *Want something to do after school/work or on the weekend?* Use the Farmers’ Markets, Parks, and Events features to find healthy adventures located near you.
- *Have kids who are bouncing off the walls?* Find a park near you, or play one of the Family Fun games to help them burn off their energy.

Farmers’ market listings feature each market’s location, when it’s open, and which ones accept supplemental food and nutrition assistance (i.e., SNAP, WIC, FMNP). It also includes healthy recipes the whole family can enjoy.

The app was designed by MCDPH as part a broader county initiative to help individuals and families find low-cost and no-cost ways to live a healthy lifestyle. Regular physical activity and healthy eating can help reduce the burden of chronic diseases such as obesity, diabetes, heart disease, and prevent early death.

Maricopa Healthy is currently available for FREE download in the Apple App Store for iPhones and iPads, as well as in the Google Play Store for Android phones and tablets.

Find your adventure with the *Maricopa Healthy* app. Follow Maricopa County Public Health: Facebook.com/MCDPH or Twitter.com/MaricopaHealth.

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