



## Urban Edge hosts “Produce Party” with Grassroots Grocery and JP Morgan Chase

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Bronx, NY Volunteers from Urban Edge Properties and JP Morgan Chase supported Grassroots Grocery at a “Produce Party” on Saturday, May 11 to ensure hundreds of local moms had healthy produce for their family on Mother’s Day. The pack-and-deliver food event was hosted at Urban Edge’s Gun Hill Commons shopping center to support this critical non-profit organization through volunteerism.?

Urban Edge donates space to Grassroots Grocery at Gun Hill Commons year-round for staging, storage and parking to support the organization’s efforts to improve access to food for the most underserved families in New York. To take this partnership to the next level, Urban Edge employees and family members staffed the produce party just in time for Mother’s Day. Volunteers sorted and packed fresh produce donated by several Hunts Point Market vendors and food recovery partner

## Sharing Excess.

“This was a terrific opportunity for our employees to partner with a significant local resource to give back to the communities we serve,” said Urban Edge COO, Jeff Mooallem. “Grassroots Grocery has developed a much-needed program for area families, and we were very pleased to not only participate in this event, but also support the organization through an ongoing partnership at Gun Hill Commons in The Bronx.”

Gun Hill Commons is located at the intersection of I-95 and the Hutchinson River Parkway in the northeast section anchored by Aldi, the property features Planet Fitness, Dollar Tree, Petco and Casa Del Mofongo. The shopping center is surrounded by dense residential communities and is a major retail destination for the entire borough.

“Urban Edge stands as a shining example of how corporate partners can profoundly amplify our efforts to nourish our neighbors. Their generous provision of operating space is a game-changer, facilitating our weekly volunteering events and offering a permanent home for our truck,” said Grassroots Grocery founder Dan Zauderer. “This initiative ensured that the tables of mothers across nearly 30 communities were adorned with fresh, healthy produce for their holiday. This hands-on involvement by Urban Edge employees embodies the essence of our mission—turning spaces into places of community support and action.”

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