



November 21, 2014
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Former Liquor Store Joins Effort for Healthier South LA

*****Century Market Takes Steps to “Greening” a local South LA Neighborhood*****

South LA is an area overrun with nuisance businesses and sorely lacking in access to healthy and fresh food options. King Estates is a particular neighborhood in South LA that suffers from these exact conditions.

However, community efforts to make healthier South LA are now coming to fruition. Community Services Unlimited Inc.'s social enterprise wing Village Market Place- which serves South LA with local, beyond organic and affordable produce- will begin an official partnership with Century Market in the King Park Estates to be an oasis of high quality fresh vegetables and fruit in neighborhood's food desert.

This partnership would have looked unlikely years ago. Back then Century Market was called “Century Liquor” and residents, determined on community transformation, targeted the liquor store for not being a good neighbor. Community Coalition was an instrumental player in cultivating neighborhood organizers to make their demands successful.

Century Liquor's owner- Mr. Park- was receptive to the resident's demands and became committed to being a good community member. He hired a security guard, worked to limit the availability of alcohol to minors and changed its name to “Century Market”.

Holding true to its new name, Century Market partnered with Community Coalition and Community Services Unlimited to host “Fresh Friday's” - a weekly organic produce stand- to be hosted in it's parking lot. The timing of Fresh Friday's was opportune, a local Ralphs, which was the only grocery store offering produce for miles had just closed down.

This year Mr. Park is prepared to take his commitment to community health one step further by dedicating an area of his market to fresh and organic produce that is available on a daily basis.

What: Community Celebration Produce Section Grand Opening

- 11AM- Program Start
- 11:30- Recognition of Mr. Park (owner of Century Market), speech by neighborhood resident
- 11:45-1:00PM- Cooking demonstration, taste testing and health education activities
- 1:00PM- End and Clean up

When: Saturday, November 22nd.

Where: 2301 W. 54th Street.

Who: Community Services Unlimited, Community Coalition, Century Mart.

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