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THE HILLS MARKET & NORTH MARKET'S NEW MARKET TO MARKET RIDE  
KICKS OFF LOCAL MATTERS LOCAL FOODS WEEK

Columbus, Ohio - Two of Columbus' premiere independent, locally-owned specialty foods markets are partnering to celebrate the bounty that Ohio producers bestow upon our great state. The Hills Market and North Market share not only a philosophical connection: one that makes it a priority to provide and promote the best Ohio has to offer to consumers, but also a physical connection: the Olentangy River Greenway (or more commonly, the Olentangy Bike Trial). Join both markets on Saturday, October 3, as they connect to celebrate the end of a great summer season with "Market to Market": a cross-city local foods-centric bike ride, for amateurs and aficionados alike. Market to Market will be the kick-off event for Local Matters Local Foods Week in Columbus.

Participants have the option of starting at either market to fuel up with breakfast before embarking on the 13 mile adventure to the market at the other end of the bike trail. Each participating rider will be issued a local foods passport at the beginning of their journey. Bikers can collect stamps along the way by visiting with local vendors and organizations set up along the path including Pattycake Bakery, Ohio Proud, Sustainable Worthington, Greenovate and Local Matters. Participants who show completed passports at their destination market will be rewarded with a scoop of Jeni's Splendid Ice Cream and a reusable bag filled with coupons and goodies from local foods purveyors. Those intrepid enough to bike back to their market of origin will receive a completely different bag of goodies, creating a total value of \$50 worth of savings and samples.

Columbus-based, Local Matters is a not-for-profit organization that believes the choice to grow and consume local food has the power to affect social, economic and environmental change in our communities. They are committed to making local, sustainably farmed, healthy food available to everyone - and from October 3 through October 9, they're doing it in a big way with Local Matters Local Food Week. The week kicks-off with the Market-to-Market bike ride and breakfast, includes a fundraiser on Thursday, October 8 at The Hills Market, and will conclude with a Local Food Finale on Friday, October 9. The entire Columbus-area community is invited to add a little more delicious to their lives with Local Foods Week celebrating our Local Food System: Farm to Fork, Urban Ag and Local Food to School. For more information and a detailed schedule visit [www.local-matters.org](http://www.local-matters.org).

Market to Market will take place on Saturday, October 3. Registration is \$10 in advance and \$15 at the door. The cost includes breakfast, a scoop of Jeni's Splendid Ice Cream (at either location), and reusable shopping bags from both locations filled with up to \$50 worth of savings on Ohio

foods. Breakfast will be served at both locations from 8- 10a.m. to allow for riders to eat and set out on the trail at their leisure. Jeni's ice cream will be available at both locations upon ride completion. Registration can be made at [northmarket.com](http://northmarket.com) or [thehillsmarket.com](http://thehillsmarket.com) or in person at either location. Participating organizations and sponsors include: The Hills Market, North Market, Local Matters, CrimsonCup Coffee, Jeni's Splendid Ice Creams, WCBE, Central Ohio's NPR Station, Amanda Hills Spring Water, Fat Rabbit Racing, Greenovate, Ohio Proud, Pattycake Bakery and Sustainable Worthington.

The Hills Market is a locally-owned specialty grocer on the north end of Columbus, at the bottom of the Worthington Hills and the top of the Olentangy Bike Path. For 16 years, The Hills Market has provided the best of Ohio and beyond with high quality meat, seafood, produce, bakery, wine, beer and cheese departments, as well as more than 40 feet of in-house prepared foods, a delicatessen featuring custom sandwiches and pizza, full service catering and floral shops and a state liquor agency. The Hills Market is home to The Veranda, a seasonal outdoor lunch space, as well as special events including Pancake Breakfasts, Cooking Classes, Wine Tastings and the Salmon Roast.

In operation since 1876, the North Market is Columbus' only true public market. More than 30 merchants offer a wide variety of fresh produce, meat, poultry, seafood, flowers and other specialty food items. The Market also provides an international selection of freshly prepared foods, distinctive gifts and personable service from owner/operators. The North Market is open daily and located steps away from the Greater Columbus Convention Center and Nationwide Arena.