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***Yerba Buena Center for the Arts and
Tenderloin Healthy Corner Store Coalition (THCSC)
Announce the Healthy Corner Store Art Unveiling Celebration***

Thursday, April 19, 2018 4–6PM

Daldas Grocery Store, 200 Eddy Street, San Francisco



YBCA participating at the Better Lower Eddy Street event to gather Tenderloin resident input.

Photo by Rebeka Rodriguez

SAN FRANCISCO – (March 12, 2018) [Yerba Buena Center for the Arts \(YBCA\)](#), in partnership with the food justice group Tenderloin Healthy Corner Store Coalition (THCSC) and neighborhood residents, will celebrate on April 19, 2018, the conversion of Daldas Corner Store on the corner of Eddy and Taylor to bring healthier foods to the Tenderloin.

With more than 35,000 residents within less than a square mile, the Tenderloin is the most densely populated neighborhood in San Francisco. It boasts the greatest number of liquor permits per area (72), with more than 50 corner markets, but no full-service grocery. Considered a “food desert,” the neighborhood is saturated with tobacco, liquor, and unhealthy food. Unhealthy advertising confronts the community on a daily basis. The YBCA and THCSC collaboration aims to create alternatives to this.

As part of its civic engagement work in the city, YBCA's Youth Fellows have contributed to Daldas Corner Store's conversion through an art-as-marketing campaign. For the past three months they have taken part in art-making workshops led by YBCA teaching artists Sandy Rodriguez and Meryl Pataky to create original artwork and portraits of the store's owners, patrons, and local residents—marketing interventions that reflect the diverse neighborhood. Under the guidance of the teaching artists, they also worked to replace existing neon signs advertising alcohol, tobacco, and unhealthy foods with new neon signs advertising fruits and vegetables now sold at Daldas.

On April 19, the Youth Fellows and the TLHCSC will reveal the new art followed by a community celebration with food, games, and activities.

“YBCA launched its partnership with the Tenderloin Healthy Corner Store Coalition in 2016 to help them further their food justice work by providing an art and marketing campaign developed in collaboration with youth and community input,” explains **Rebeka Rodriguez, YBCA's Civic Engagement Manager**. “While the Tenderloin neighborhood

is rich in cultural history with a diverse population, it's also considered a 'food desert,' along with major challenges of food insecurity. Working with YBCA's Youth Fellows to bring art and visibility to the important work the THCSC is doing to address food justice is a step in the right direction, and critical to YBCA's civic engagement work."

Neon artist **Shawna Peterson** fabricated the new neon signs based on designs created by the youth in the workshops. **Design Action Collective** led the youth fellows through a series of workshops about visual communication and created the marketing collateral using the artwork created by the Youth Fellows, with Tenderloin resident input.

Community Partners

Tenderloin Healthy Corner Store Coalition (THCSC) is a food justice coalition made up of a diverse network of residents, store owners, city agencies, and nonprofit organizations, all working toward a healthy and thriving Tenderloin. The Coalition promotes healthy food systems for a healthy neighborhood. Working with corner stores to shift their business plans and products toward fruits, vegetables, and everyday groceries, the Coalition's Food Justice Leaders play an integral role in corner store conversion and subsequent maintenance of healthy retail stores. This inside-out approach builds on existing assets in the neighborhood. The success of the THCSC depends on key partnerships with Healthy Retail SF, Cooking Matters, EatSF, Feeling Good Project, DPH, OEWD, TNDC, small businesses, and now YBCA.

YBCA Youth Fellows

YBCA's Youth Fellows use art, creative processes, and hands-on learning to imagine and implement solutions to the issues impacting their communities; they act as leaders, innovators, and artists for social change. The Youth Fellows Program brings together young people from across the Bay Area to engage in a yearlong journey of inquiry, dialogue, and project generation in collaboration with neighborhood-based organizations, activists, and professional artists. Participants learn visual and performance art, media, and critical thinking and communication skills in a fun and supportive environment. Through engagement with signature institutional initiatives such as [YBCA 100](#) and [YBCA Fellows](#), we're committed to providing a platform for youth to generate culture that moves people. <https://www.ybca.org/ybca-youth-fellows>

About Yerba Buena Center for the Arts

Yerba Buena Center for the Arts (YBCA) is one of the nation's most innovative contemporary arts centers. Founded in 1993, YBCA's mission is to generate culture that moves people. Through powerful art experiences, thoughtful and provocative content, and deep opportunities for participation, YBCA is committed to creating an inclusive culture that awakens personal and societal transformation. YBCA presents a wide variety of programming year-round, including performing arts, visual arts, film/video, and civic engagement. For tickets and information, call 415.978.ARTS (2787). For more information, visit ybca.org.

Credits

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