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**GROCERY OUTLET BARGAIN MARKET OPENS
In SHARSWOOD WITH BIG SAVINGS ON QUALITY FOOD**

This is a part of the Philadelphia Housing Authority Choice Neighborhood Transformation

Philadelphia, Pa. (July 28, 2022) –Sharswood continues to emerge as a neighborhood of choice as PHA, public and private partners, and residents fulfill their commitments to revitalize the community.

The long-awaited shopping center Sharswood Ridge, located on Ridge Avenue next to PHA’s headquarters, has opened with its anchor tenant, Grocery Outlet Bargain Market, an extreme-value grocery retailer. It will serve the Sharswood community, which has been without a major supermarket since the race riots in the 1960s. The store has created 30 new jobs. Prior to the Grocery Outlet opening, the closest supermarket was nearly a mile away.

“We are extraordinarily pleased that Grocery Outlet and Mr. Rose recognized the opportunity to become part of the transformation of the emerging Blumberg-Sharswood community,” said PHA President and CEO Kelvin A. Jeremiah. “We knew from the outset that, for this neighborhood to be fully reborn and serve its residents, it would need a forward-thinking school and a food market in addition to the new housing. We opened Vaux Big Picture High School five years ago. Today, we welcome Grocery Outlet Bargain Market, which will not only make fresh, healthy food available, it will become a catalyst for attracting businesses to this community.” “We are overjoyed to be an oasis for the Sharswood community and convenient access to healthy and affordable groceries,” said Grocery Outlet Independent Operator Donta Rose. “We are beyond grateful for our partnership with The Philadelphia Housing



Promises Made, Promises Kept: Donta Rose, the youthful owner/operator of the Sharswood Grocery Outlet Bargain Market (fourth from right, front row), and Kelvin A. Jeremiah, President & CEO of PHA (far right, front row) are joined by a host of partners, elected officials and community leaders in cutting the ribbon on July 28 for the newest Grocery Outlet Bargain Market, which is the first business to open in \$50 million Sharswood Ridge shopping center. PHA brought together a host of partners including the City of Philadelphia, Mosaic Development Partners, and SHIFT Capital to develop the commercial center and support the transformation of the neighborhood. PHA has 1,200 affordable housing units planned for the community, 584 of which either are now complete or under construction.



Kelvin A. Jeremiah, President and CEO of the Philadelphia Housing Authority, said the new grocery store fulfills a promise he made to the community.

Authority (PHA), Mosaic Development Partners and SHIFT Capital, to meet a need in our community and elevate the quality of life for local residents.”

Grocery Outlet offers the same trusted brands as traditional grocery stores, but at lower prices. Its buyers scour the country to find the top manufacturers with excess inventory and seasonal closeouts so Grocery Outlet can offer “WOW savings” on thousands of name-brand products at significantly lower prices. Grocery Outlet stores are independently operated by local families who are committed to supporting their communities.

During the grand opening, Donta Rose donated \$1,000 to the Lower North Philadelphia Community Development Corporation (LNPCDC). The organization’s mission is to increase access to affordable housing opportunities, while also increasing and stewarding the development of thriving businesses and healthy commercial corridors within the neighborhoods where they operate.

As part of the grand opening celebration, from Monday, July 18 to Thursday, August 25, customers may enter for a chance to win \$1,000 in groceries! To enter, customers may access the online contest ([LINK](#)). Entry must include a valid, working email address where the entrant can be notified. The winner need not be present to win but must claim the prize within three days of notification, or another winner will be chosen. No cash value and no substitutions, prize distributed over (20) \$50 rewards certificates. Valid only at Sharswood Grocery Outlet.

The first 100 customers attending the ribbon-cutting celebration also received Grocery Outlet Bliss Buck gift cards in mystery amounts ranging from \$5 to \$500. (Must be 18 years of age or older.) In addition, all shoppers received a free limited-edition reusable bag. Donta Rose invites the Sharswood community to play the Wheel of Bargains’ Spin & Win for a chance to win a prize.

About the Philadelphia Housing Authority

The Philadelphia Housing Authority’s (PHA) mission is to open doors to affordable housing, economic opportunity, and safe, sustainable communities to benefit Philadelphia residents with low incomes. PHA is the nation’s 4th largest housing authority, serving nearly 80,000 residents. PHA is also a major real estate developer. Learn more at www.pha.phila.gov