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**FOR IMMEDIATE RELEASE:**

**Paul A. Stermer Named Executive Director of Fair Food Matters**

*(March 19, 2009; Kalamazoo, Mich.)* Paul A. Stermer has been named Executive Director of Fair Food Matters, a nonprofit organization based in Kalamazoo. Stermer will be in charge of fundraising for the organization and its expanding programs as well as achieving strategic goals around local food: education, access and advocacy. He will also be overseeing day-to-day operations, including volunteer opportunities.

Stermer was previously Director of Marketing and Technology for the Kalamazoo Institute of Arts. His experience includes working for other nonprofit groups as well as ad agencies throughout southwest Michigan. He has also volunteered for Downtown Kalamazoo Inc., Arts Council of Greater Kalamazoo, Western Michigan University, and Kalamazoo College.

Stermer has a bachelor of science degree in English from WMU. An occasional journalist, he once sailed aboard a tall ship to get a story.

The mission of Fair Food Matters is to build, educate, support and empower the Greater Kalamazoo community around local food. The organization was founded in 2001 with a lecture series at the Kalamazoo Public Library and the Growing Matters Garden program. Today Growing Matters Garden continues as an urban, educational garden program for at-risk youth to learn life skills and gain growing experience, plus support for Woodward Elementary to integrate gardening into the school's daily curriculum. Fair Food Matters sponsors the Community Kitchen Trailer and is also a leader in community coalitions supporting Eat Local, Kalamazoo!, Southwest Michigan Community Harvest Fest, Future Chefs, Farms to K (College), and the Kalamazoo Area Food Systems Assessment. The organization's website is [www.fairfoodmatters.org](http://www.fairfoodmatters.org).

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