



**Toronto, ON, August 5, 2011** - Longo's is pleased to announce its new Taste Ontario Ambassador Program. The goal of the ambassador initiative is to showcase Longo's leadership in fresh and local food by developing an integrated program that builds awareness of Longo's best quality, selection and variety of fresh foods from Ontario. Toronto based foodies, Alexa Clark and Joel Solish have been selected to launch this exciting initiative. Alexa and Joel both have a passion for local food and are well known, knowledgeable and respected bloggers within the Toronto and Canadian food circuit. Alexa's background bridges the farm to market and kitchen to table. Joel's has a background in hospitality and supports and promotes local and sustainable food options whenever possible.

Longo's is eager to share some of the stories that have come from our long relationship with Ontario farmers and providers, and there's no better way to do this than to invite our new Longo's Taste Ontario Ambassadors to have an insider view, and have them share their experiences with you. Starting in August 2011, Alexa and Joel will be writing two Longo's Taste Ontario related blog posts a month. Longo's is excited to see what Joel & Alexa share and blog about from their experiences as Longo's Taste Ontario Ambassadors. Their Longo's Taste Ontario posts will be featured on their respective blogs as well as Longo's respective web properties.

- Alexa's - <http://unsweetened.ca>
- Joel's - <http://www.communityfoodist.com>
- Longo's website – [www.longos.com](http://www.longos.com)
- Facebook page - <http://www.facebook.com/LongosMarkets>
- Twitter account - @LongosMarkets

For more information on Alexa Clark:

- about: [www.alexaclark.com](http://www.alexaclark.com)
- twitter: @alexaclark
- blog: [www.unsweetened.ca](http://www.unsweetened.ca)

For more information on Joel Solish:

- twitter: @foodie411
- blog: <http://www.communityfoodist.com/>