

RESOLUTION NUMBER 270
The J.U.I.C.E. Project

WHEREAS, Dr. Angie Beatty, PhD and Mr. Shawn McKie Sr. opened the doors of The J.U.I.C.E. Project at 3003 Arsenal Street in December of 2008, in the Tower Grove East neighborhood; and

WHEREAS, the J.U.I.C.E. Project is a hybrid social enterprise, which re-imagines the corner store concept into a healthy “hot spot,” making healthy food choices accessible in terms of cost and location; and

WHEREAS, the J.U.I.C.E. Project does not sell alcohol, tobacco, junk food, or lottery tickets; and

WHEREAS, the J.U.I.C.E. Project uses art to help youth in the community understand how healthy food, physical activity, and behaviors such as alcohol and tobacco use and heavy television consumption, impact their physical and mental health, and

WHEREAS, the J.U.I.C.E. Project was among a thousand organizations to apply for the ECHOING GREEN 2009 social entrepreneur fellowship; and

WHEREAS, the Echoing Green is an organization that identifies and assists some of the world’s best emerging social entrepreneurs who are launching new high-impact organizations. Through their fellowship program, they support community visionaries as they develop new solutions to society’s toughest problems; and

WHEREAS, Echoing Green was founded by the leadership of the private equity firm General Atlantic in 1987; and

WHEREAS, on June 15, 2009, it was announced that the J.U.I.C.E. Project is among the fourteen new initiatives to be fueled by the 2009 Echoing Green Fellowships, and will be provided up to \$90,000 over two years, plus comprehensive technical assistance, consulting support, and other administrative benefits; and

NOW THEREFORE BE IT RESOLVED by the Board of Aldermen of the City of St. Louis that we pause in our deliberations to recognize the J.U.I.C.E. Project for its achievement and commitment to the citizens of the City of St. Louis and we further direct the Clerk of this Board to spread a copy of this Resolution across the minutes of these proceedings and to prepare a commemorative copy to the end that it may be presented to our honoree at a time and place deemed appropriate by the Sponsor.

Introduced on the 29th day of January, 2010 by:

Honorable Kacie Starr Triplett, Alderwoman 6th Ward

Adopted this the 29th day of January, 2010 as attested by:

David W. Sweeney
Clerk, Board of Aldermen

Lewis E. Reed
President, Board of Aldermen

