

# Carrotmob Philadelphia



**Carrotmobs are a new way for people to support local, sustainable socially responsible businesses. A carrotmob campaign is basically the opposite of a boycott. Think, “Buycott.”**

**The funds raised in our effort will connect more corner grocery stores to the fresh produce that WPP will provide, including fresh fruit salads and vegetables. Please join us in support of West Phillie Produce, a provider of fresh food and local employment.**

**Join the Carrotmob.**

**Friday October 21 at 4:00-7:00pm**

**West Phillie Produce (62<sup>nd</sup> and Ludlow)**

**Fresh produce, smoothies, water ice and pumpkins available!**

**[Philly.carrotmob.org](http://Philly.carrotmob.org)**