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edited by Valerie Block

Produce carts go Hollywood

THANKS TO ARTS SUPPORTER **Laurie Tisch** (below), green-cart vendors who sell fruits and vegetables in poor neighborhoods will soon have a starring role in a documentary.

The daughter of the late philanthropist **Preston Robert Tisch** commissioned award-winning filmmaker **Mary Mazzio** for the project. She directed *A Hero for Daisy* in 1999 and *Ten9Eight* last year. The documentary will be released next year.



Two years ago, Ms. Tisch gave the NYC Green Cart Initiative a \$1.5 million grant. She has since become deeply involved in the program, which gives opportunities to the immigrants operating the carts. "Theirs is just such an interesting story," she says.

The Laurie M. Tisch Illumination Fund also provided grants to five photographers who followed the vendors for nearly a year, snapping photos of them, their families and customers for an exhibit she hopes to arrange in a major museum.

Even a cookbook with celebrity chefs' recipes for simple dishes is in the works for the vendors to give to customers.

Print gets its coupon

GROUPON MAY be grabbing all the attention when it comes to hot discounts, but a study commissioned by the Newspaper National Network being commissioned today says print coupons are back in vogue, too.

The bad economy has made newspaper coupons "go through the roof," says **Jason Klein**, NNN's chief executive. "All kinds of coupons are growing."

And Granny isn't the only one looking for deals. The study says readers aged 25 to 34 "are more prone than other age groups to use coupons to try new products or switch brands."

The study, conducted by M/A/R/C Research, also says coupons running in the actual newspaper beat out free-standing color inserts in wooing customers. NNN, jointly owned by most of the big newspaper companies, sells coupons directly to



advertisers. The inserts are sold by middlemen such as News America Marketing.

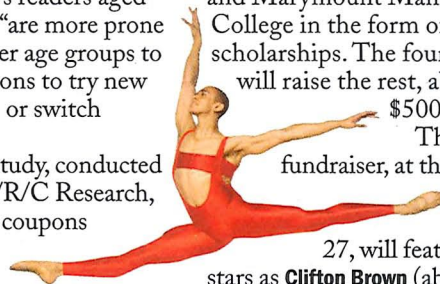
Scholarships to the pointe

ATHLETES HAVE BEEN snagging scholarships for a long time, and now dancers will get a chance. The New York City Dance Alliance, a 17-year-old company offering educational programs nationwide, has launched a foundation with the goal of awarding \$1 million in college aid its first year.

"It is shocking to me how many stories I hear of kids trying to take that next step who don't have money for college," says Executive Director **Joe Lanteri**. "There isn't that much funding out there for dance."

Mr. Lanteri says some of the money for the New York City Dance Alliance Foundation will come directly from such schools as University of the Arts and Marymount Manhattan College in the form of scholarships. The foundation will raise the rest, about \$500,000.

The first fundraiser, at the Joyce Theater on Dec. 27, will feature such stars as **Clifton Brown** (above) from Alvin Ailey American Dance Theater and **Robbie Fairchild** of the New York City Ballet. Tickets are \$125.



CAR-RENTALS GET WIRED

THE FIRST OF Hertz's new fleet of electric vehicles and plug-in hybrids, the Smart Electric Drive, hits the city on Dec. 15. To make a reservation to rent one, go to the newly launched www.HertzEV.com, which will provide details about the program.

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