



THE
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MAGAZINE

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Best
of the
New

117 DELIGHTFUL DEBUTS
RESTAURANTS, SHOPS, HANGOUTS, IDEAS & MORE

PLUS Swap Meet on the Greenway? • Jailhouse Shock • A Winemaker's Whiskey Venture

Health Care Reform – on the Quad

Pity the bureaucrat who underestimates **Aaron Marden**. Fed up with skimpy health insurance plans sold to college students, the Tufts University senior had a hunch the insurers were also racking up abnormally large profits. So he formed a student coalition that dogged state regulators to investigate. Turns out, Marden, now a grad student at Tufts, was right. A state probe revealed that plans covering thousands of Massachusetts students are inferior, prompting vows from regulators and lawmakers to fix the problems.

Happy Beginnings

It's about time our bibliophilic city had a legit literary fest. The inaugural **Boston Book Festival** in October drew more than 12,000 attendees to locations around Copley Square and offered something for everyone: panel discussions with best-selling writers from Richard Russo to Anita Shreve, a poetry jam with Robert Pinsky, and (why not?) a "sexiest vegetarian alive" session with actress and author Alicia Silverstone. We can't wait to see who shows up this year.

Thrills for Less

The **Boston Breakers** didn't make the playoffs, but they helped resurrect women's pro soccer and were a welcome arrival in this recession-marred sports market. Hosting backyard barbecues, instructional clinics, and social hours at local bars, the Breakers launched a grassroots campaign for fans. Player salaries averaged

\$32,000 and tickets topped out at \$25. The Breakers weren't the Red Sox, Patriots, Celtics, or Bruins – and that was the point.

We're Hooked

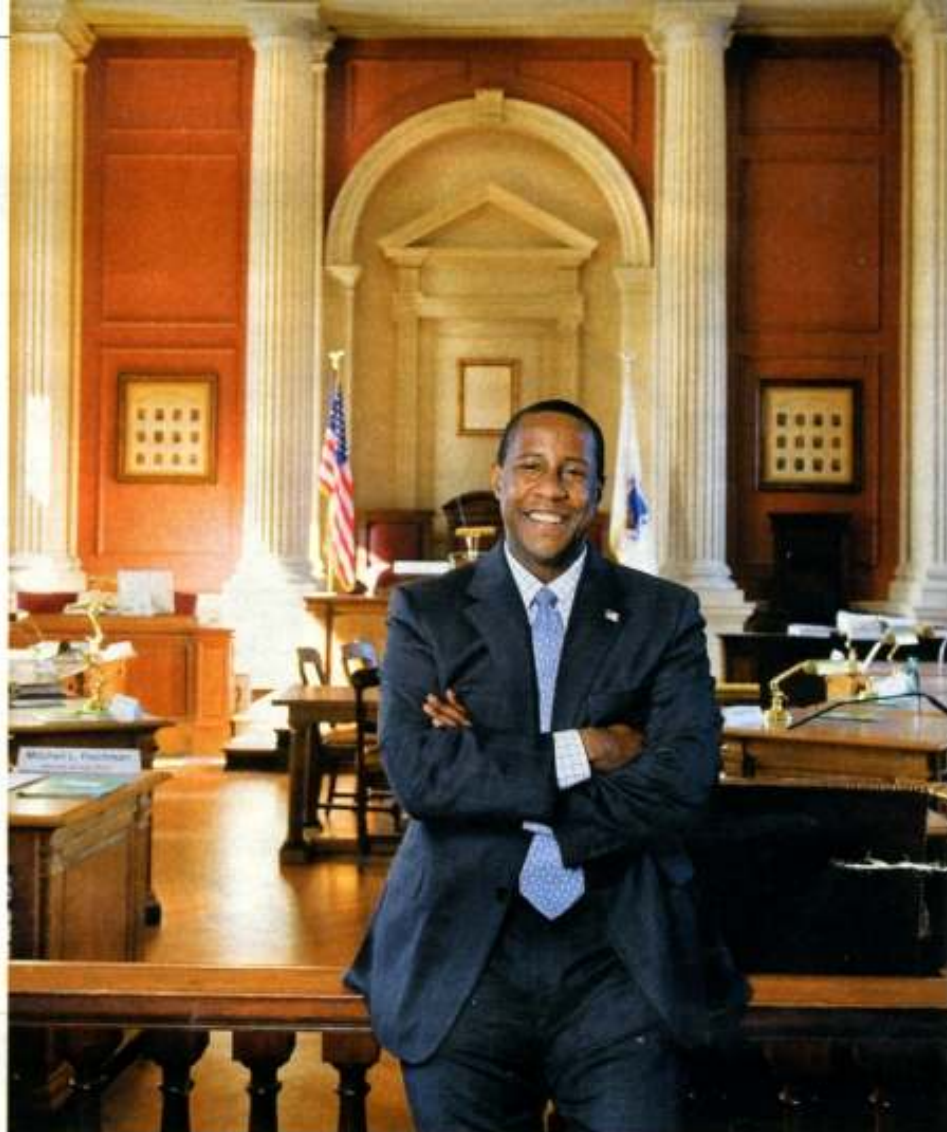
A simple, but revelatory, innovation: Take the concept of community-supported agriculture – where subscribers pay in advance for a weekly supply of locally produced food – and apply it to fishing. **Cape Ann Fresh Catch**, the first such effort in the Greater Boston area, was a hit with pescavores, who received cod, flounder, shrimp, and more. This type of cooperative not only helps the local fishing industry but also, organizers say, makes it easier to carry out sustainable fishing practices.

Ready to Feed

After six years of planning, the **Greater Boston Food Bank** opened a gleaming new distribution center that's impressive for what it can provide and how it was constructed. The \$35 million building, with more than 117,000 square feet, is twice as large as the previous center and has the capacity to accommodate the distribution of 50 million pounds of food a year, about 21 million pounds more than the old building. It will also cut energy costs, thanks to environmentally friendly features, including a specially insulated roof and a solar wall.

Formidable Rookie

For years, Boston radio's sports-talk community was essentially a one-horse town, with no credible rival to WEEI. No more. **The Sports Hub** boasts a powerful FM signal (98.5) and instant credibility as the flagship station for Patriots and Bruins games, plus a roster of established



Changing City Halls

After federal prosecutors charged longtime elected officeholders Dianne Wilkerson and Chuck Turner in an alleged bribery scheme, a call went out for new political leaders from the black community. Enter fresh faces **Ayanna Pressley** and **Setti Warren**. In November, Pressley became the first black woman elected to the Boston City Council, and Warren (above) the first black man elected mayor of Newton. Both say race was not a factor in their campaigns but admit the victories benefit their race. "The strength and value of our diversity is that those perspectives be heard and represented," Pressley says. "It's important that people see themselves mirrored in government."

local talent. The charge is led by the afternoon tandem of Mike Felger and (Boston.com contributor) Tony Massarotti, who aren't afraid to offer actual objective analysis. Game on, sports fans.

The Frontier of Fat

Fat may seem an unlikely ally in the battle against obesity, but **Bruce Spiegelman** of the Dana-Farber Cancer Institute

found a way to engineer a type of fat – "brown fat" – that burns calories instead of storing them. It exists in newborns but was long thought to disappear with age. **Dr. C. Ronald Kahn** at the Joslin Diabetes Center turned that notion on its head when he found brown fat in adults – especially in leaner people. Both lines of research converge on an exciting possibility: Will brown fat one

day help us slim down?

Direct Charity

SmallCanBeBig.org takes a new approach to helping local families on the brink of homelessness: The focus is on small, direct donations. Created by Waltham-based ad agency Boathouse Group, the website works with a dozen charitable organizations to find cases where a one-time monetary