

NEWS RELEASE

[insert date here]

CONTACTS:

[Contact 1 name, title, organization, email address, phone number]

[Contact 2 name, title, organization, email address, phone number]

[insert name here] Farmers Market part of program benefiting low-income families, farmers

Double Up Food Bucks offers match program for SNAP participants

The [insert name here] Farmers Market is pleased to be a part of the Double Up Food Bucks program, a healthy food incentive program that helps low-income families eat more healthy food and supports local farmers.

Under Double Up, people who participate in the Supplemental Nutrition Assistance Program (SNAP, also known as food stamps) can swipe their EBT cards at the market information tent to buy SNAP tokens, and receive a matching number of Double Up Food Bucks tokens (up to \$xx per day). They may use the SNAP tokens to buy any SNAP eligible items at the market, and use the Double Up Food Bucks tokens for any fresh fruits and vegetables. The Double Up tokens can be used any time before [Date].

[insert your own quote here or use this one] “We’re excited to be a part of a program that helps low-income families stretch their food dollars,” said [market manager, vendor or local official]. “The [Insert name here] farmers market is a family-friendly place where people connect with the farmers who grow their food, try new foods and learn new cooking techniques, and set lifelong habits of eating and loving fresh fruits and vegetables.”

The Double Up Food Bucks program in [Your state] is funded by \$xxx in grant funds — [\$2.9 million from the U.S. Department of Agriculture and a matching \$2.9 million donated by private foundations and local governments]. Over the next [x amount of time], partners will expand Double Up to include XX farmers markets and XXX grocery stores.

Double Up Coalition partners include [List here]. More information is available online at [URL].

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[Insert your organization name, address, phone number and website here.]