

**To: Elissa Trumbull, Charles Walker, Fair Food Network**

**From: Darci E. McConnell, McConnell Communications**

**July 22, 2015**

**DRAFT RADIO DOUBLE UP FOOD BUCKS SCRIPT #1**

**Intro music…**

1st WOMAN: The cost of putting food on the table is getting so high…

2nd WOMAN: Yes but now there’s a way to double your food dollars at the grocery stores and farmers markets.

1st WOMAN: OK...so what do I do?

2nd WOMAN: You just use your EBT card to buy fresh fruits and vegetables at participating farmers markets and grocery stores, and you double your dollars! For every dollar you spend on fresh fruits and vegetables, you get a dollar for dollar match to buy more produce. It’s called Double Up Food Bucks.

1st WOMAN: Wow. That sounds great!

2nd WOMAN: It’s also good for the community because we’re buying Michigan grown produce.

1st WOMAN: I think the cost of dinner just went waaay down.

2nd WOMAN: And the chances of a trip to the farmers markets and stores to save money on produce just doubled, eh?

1st Woman: Doubled Up!

(Both laugh)

*Announcer: Double Up Food Bucks is now at participating farmers markets and 10 participating grocery stores. Find a location near you at* [*www.doubleupfoodbucks.org*](http://www.doubleupfoodbucks.org) *or call 866.586.2796. Double Up Food Bucks is a program of the Fair Food Network funded in part by the USDA’s National Institute of Food and Agriculture.*