



NEWS RELEASE

York County Public Affairs

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Yorktown Market Days participates in SNAP's Fresh Match Program

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Yorktown Market Days aims to give all families access to fresh, locally sourced, affordable food. This is the second year the market has participated in the USDA's Supplemental Nutrition Assistance Program (SNAP), formerly known as the Food Stamp Program. NEW this season, the market is excited to announce its enrollment in the *Fresh Match Program*.

Any shopper using an EBT card to **purchase fruits and vegetables** from Wilson's Farm, Penn Farm, Allen's Farm or any other vendor who sells produce will get a dollar-for-dollar match. By essentially doubling the value of SNAP dollars, the *Fresh Match Program* encourages residents to shop local farmers markets versus grocery stores for these healthy selections. In addition to the match program, additional items are available for purchase using regular SNAP dollars including: plants that grow foods; breads; meat, fish, and poultry; dairy products; local honey; baked goods that are wrapped, labeled and intended for home consumption; jams and sauces; soups and more. *Excluded items: beer, wine, liquor, tobacco products, non-food items, food meant to be eaten onsite, hot foods, vitamins and medicines.*

To participate, customers simply need to swipe their EBT card at the market's information tent to receive \$1 and/or \$5 wooden tokens to use as payment when shopping. During check-in, the staff will be able to provide a list of that week's participating vendors and answer any guest questions.

Yorktown Market Days was voted GOLD by *Coastal Virginia Magazine* as the best Farmers Market in all of Hampton Roads—offering spectacular views of the York River; live music every week; food trucks; chef cooking demonstrations; and a variety of vendors and artists! The market runs every Saturday through the end of October—rain or shine—with the exception of Oct. 5. The remaining themed markets, with extended hours, for the 2019 season are:

Themed Markets

Oct. 12: Fall Festival (8 a.m. to 3 p.m.)

Oct. 19: Yorktown Day (8 a.m. to 3 p.m.)

Oct. 26: Paws at the River (9 a.m. to 3 p.m.)

Nov. 9: Maritime Market (9 a.m. to 3 p.m.)

Nov. 16: Harvest Festival (9 a.m. to 3 p.m.)

Dec. 14: Toyland Market & Parade (9 a.m. to 3 p.m.)

Free parking is available at the Riverwalk Landing parking terrace, York Hall, York-Poquoson Courthouse, County Administration Building, and other designated public parking lots. The complimentary, wheelchair accessible Yorktown Trolley will also be available for this market, from 10 a.m. to 5:30 p.m. with several convenient stops throughout town.

Special thanks to the 2019 Market Days sponsors, including Revolutionary Market Sponsors: Farm Bureau Insurance/Mark Irwin and Langley Federal Credit Union. This year's Chef Demonstrations are sponsored by State Farm, live entertainment is sponsored by Amory Funeral Home, and Childrens Activities are sponsored by Parks Orthodontics. Yorktown Market Days is presented by York County and the Riverwalk Landing Business Association.

Additional Event Info:

York County Tourism Development: 757-890-3500

Facebook: Visit Yorktown & Yorktown Market Days

Instagram & Twitter: Visit Yorktown **#visityorktown #york757 #lovemymarket**