

PRESS RELEASE



For Immediate Release:

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NEW PROGRAM MAKES PURCHASING FRESH FRUIT AND PRODUCE A “SNAP” AT WINTER PARK FARMERS’ MARKET

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WINTER PARK, Fla., an internationally recognized ICMA Excellence Award winner with accredited fire-rescue, police and parks & recreation agencies (January 6, 2017) – The City of Winter Park’s Sustainability Program is proud to announce the Winter Park Farmers’ Market (WPFM) will provide access to the Supplemental Nutrition Access Program (SNAP) **beginning Saturday, February 4, 2017.** This government program allows low-income patrons to purchase fresh food they need to maintain good health.

Patrons holding SNAP/EBT cards will now be able to purchase tokens at the market’s welcome booth, and then use the tokens to purchase qualifying food items from WPFM vendors. WPFM is located at 200 W. New England Ave., and is open Saturdays from 7 a.m. to 1 p.m.

The SNAP/EBT program is brought to WPFM in part by the Winter Park Health Foundation and Healthy Central Florida. WPFM also received a \$5,000 grant from the Fresh Access Bucks (FAB) program. These funds will allow SNAP/EBT patrons to gain additional spending power with matching funds up to \$20 to be used only at Florida-grown produce and edible plant vendors. WPFM and Audubon Park Community Market are the only two markets in central Florida offering access to the SNAP/EBT program.

No cash? No problem! Along with the SNAP/EBT program, patrons of WPFM will also be offered convenient access to cash-equivalent tokens with their ATM cards at the welcome booth. These tokens will allow patrons to purchase items at all market vendors.

For more information regarding WPFM and the services provided, please visit cityofwinterpark.org/farmers-market.

For more information regarding the City of Winter Park, please visit the city’s official website at cityofwinterpark.org. Like, follow and watch us on [Facebook](#)[®], [Twitter](#)[®], [Instagram](#)[®], [Vimeo](#)[®], and [YouTube](#)[®].

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