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## Press Release

### Local Farmers Markets Offering **Double Your Bucks** Program in October

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Marathon County Health Department and United Way of Marathon County are working with local farmers markets to offer the **Double Your Bucks** incentive program. Funded by the Marathon County Hunger Coalition, **Double Your Bucks** is a program with two goals: to help low-income families access fresh, healthy foods AND to support local producers. How it works: EBT (FoodShare) users visit a farmers market in Marathon County that accepts FoodShare as payment beginning October 11<sup>th</sup>. EBT users go to the Marathon County Hunger Coalition's Share the Harvest tent to get EBT tokens, as usual. The amount of money taken off of their EBT card is matched with **Double Your Bucks** tokens, up to \$10. **Double Your Bucks** tokens can only be used for fresh fruits and vegetables.

The Village of Kronenwetter Farmers Market, the Village of Weston Farmers Market, and the Wausau Area Farmers Market (on River Drive), all accept FoodShare as payment. "We are thrilled to be able to offer the incentive program to our market customers," says Village of Weston farmers market coordinator, Renee Hodell. "It's a "win" for all involved—more fruits and vegetables for our families, and more sales opportunities for our vendors." Visit [www.marathoncountyhealthdepartment.org](http://www.marathoncountyhealthdepartment.org) for a full listing of Marathon County Farmers Markets days and hours of operation.

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