



COUNTY OF SAN DIEGO

MEDIA ADVISORY

FOR IMMEDIATE RELEASE

July 18, 2008

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FARMERS' MARKET VOUCHERS HELP SENIORS TO EAT HEALTHY

County Distributes \$20 Booklets to Eligible Older Adults

WHAT: Kickoff of the Senior Farmers Market Nutrition Program. The County of San Diego Health & Human Services Agency's Aging & Independence Services will distribute 300 voucher booklets worth \$20 to eligible seniors. The vouchers are used to buy fruits and vegetables at WIC-certified farmers' markets. Vouchers will also be available at County-contracted nutrition sites beginning July 22.

WHO: Representatives of HHSA Aging & Independence Services
Eligible seniors receiving \$20 in vouchers to shop at farmers' markets

WHEN: 9:30 a.m. Saturday, July 19, 2008

WHERE: City Heights Open Air Certified Farmers' Market, at Fairmont and Wightman.

WHY: These vouchers encourage older adults to select nutritious fruits and vegetables as part of their diet. The \$20 booklets can only be redeemed at certified farmers' markets.

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