



**For Immediate Release: Montavilla Farmers Market Opens 2015 Season on May 31, continues \$10 SNAP Match**

Portland, OR—May 28, 2015

The Montavilla Farmers Market (7600 block of SE Stark Street) is proud to announce it will officially continue its \$10 SNAP Match Program for the upcoming 2015 Market season. The Market has been issuing matches, part of its Everybody Eats program, since 2009.

"We believe that everyone has the right to access fresh, local food."  
—Erika Takeo, Montavilla Farmers Market Board Member

Users of the Federal Supplemental Nutrition Assistance Program (SNAP) are eligible to receive \$10 of extra Market tokens each week when they spend at least \$10 on their EBT card at the Montavilla Farmers Market. This effectively doubles SNAP spending power at the Market, allowing SNAP users to take home \$10 more of fresh, local, healthy food each week.

In years past, the Montavilla Farmers Market was only able to issue \$5 matches, but thanks to renewed fundraising efforts and generous sponsorships from the community, the Market is delighted to now be able to assure the extra \$10 to all EBT customers for the entire season. Shoppers at the Market will find fresh vegetables, fruits, meats, eggs, breads, and cheese, along with specialty foods.

Opening Day for the Montavilla Farmers Market is Sunday, May 31, 2015. The Market will be open every Sunday from 10am-2pm, May 31- October 26, plus November 22nd, as well as from 11am-1pm on December 20, January 10, and February 14.

"SNAP benefits have been an essential tool in the quest to feed my family. With SNAP matching programs such as Everybody Eats, I have been able to include healthier choices while supporting my local farmers. I consider that a win-win situation." — Mary Diehl, Montavilla Farmers Market Shopper and SNAP User

For more information about the Montavilla Farmers Market, please contact Market Manager Amanda Cross at [amanda@montavillamarket.org](mailto:amanda@montavillamarket.org). Sponsorship opportunities and individual contributions to the Market are a unique way to support Portland residents who are experiencing food insecurity. If you are interested in finding out more, please contact Development Director Gretchan Jackson at [sponsorship@montavillamarket.org](mailto:sponsorship@montavillamarket.org).

The mission of the Montavilla Farmers Market is to provide a vibrant marketplace where our diverse community has access to high quality, local, healthy food. We create opportunities for our vendors and customers to support and learn from each other, which strengthens our local economy.

<http://www.montavillamarket.org>

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