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**\*MEDIA ALERT\***

**URBAN HARVEST PRESS CONFERENCE REGARDING “DOUBLE UP PROGRAM” TO BE HELD ON  
TUESDAY, APRIL 16<sup>th</sup>**

*Harris County Commissioner Rodney Ellis to address the importance of this new incentive program for Houston and providing access to healthy, local food for SNAP eligible recipients*

**WHO:** Urban Harvest is launching a SNAP incentive program to support low-income families in Houston by providing affordable access to fresh, local food. With program partners Houston Food Bank, Houston Health Department, Texas Hunger Initiative, Memorial Hermann, and Fair Food Network, Urban Harvest will roll out the first phase of the Double Up program to 11 farmers markets and farm stands that currently accept SNAP benefits.

Urban Harvest will also work with Common Market and the Northeast Houston Redevelopment Council to create a new, SNAP-based farmers market in Northeast Houston, a community that was severely impacted by Hurricane Harvey. This market, which will address food insecurity in the area, is expected to open in the fall of 2019.

**WHEN:** Double Up Houston will officially go into effect on April 3 at Get Moving Houston Farmers Market, Northeast Multi-Service Center (9720 Spaulding Street), and a **press conference about the program will be held on Tuesday, April 16<sup>th</sup>, 11:30 AM at The Get Moving Houston Farmers Market at the Denver Harbor Multi-Service Center (6402 Market St. Houston, TX 77020).** View additional market roll out dates by visiting [www.doubleuptexas.org](http://www.doubleuptexas.org).

**HOW IT WORKS:** When shoppers spend their SNAP benefits at participating farmers markets and stands, they receive a dollar-for-dollar match, up to \$20 a day, that they can spend on local produce. SNAP shoppers bring home \$40 worth of fresh, healthy food for just \$20; local farmers gain new customers and sell more product; and more food dollars stay in the Houston economy.

**WHAT ELSE:** Harris County Commissioner Rodney Ellis will speak at the press conference. This is the first program of its kind in Houston and the first food-focused recovery project funded by the Rebuild Texas Fund, which supports Harvey-relief efforts in Texas communities devastated by the hurricane. Additional funding support is being provided by the William J. and Dorothy K. O’Neill Foundation and Texas Hunger Initiative. Double Up Houston will open new pathways for low-income Houstonians to get to know their farmers and access fresh, healthy, and local products, directly from their source.

**WHERE:**

- Urban Harvest Saturday Farmers Market, 2752 Buffalo Speedway

- East End Farmers Market, 2800 Navigation Boulevard
- Get Moving Houston Farmers Market, Acres Homes Multi-Service Center, 6719 West Montgomery Road
- Get Moving Houston Farmers Market, Denver Harbor Multi-Service Center, 6402 Market Street
- Get Moving Houston Farmers Market, Magnolia Multi-Service Center, 7037 Capitol Street
- Get Moving Houston Farmers Market, Northeast Multi-Service Center, 9720 Spaulding Street
- Get Moving Houston Farmers Market, Southwest Multi-Service Center, 6400 High Star Drive
- Get Moving Houston Farmers Market, Sunnyside Multi-Service Center, 9314 Cullen Boulevard
- Hope Farms, Farm Stand, 10401 Scott Street
- Palm Center Farmers Market, 5400 Griggs Road
- Plant It Forward Farms, Farm Stand, 4030 Willowbend Boulevard
- Northeast Houston Farmers Market, location TBD

### **About Urban Harvest**

Founded in 1994, Urban Harvest cultivates thriving communities through gardening and access to healthy, local food with three core programs: Education, Community Gardens, and Farmers Markets. [Urban Harvest](#) has garnered a well-deserved reputation as a leader in the local food movement. In 2019, Urban Harvest celebrates 25 years of enriching the lives, soils, and plates of Houstonians.

### **About SNAP**

The Supplemental Nutrition Assistance Program (SNAP), formerly known as food stamps, offers nutrition assistance to over 637,000 low-income individuals in Harris County, and increases food access for communities in need. Double Up Houston connects SNAP recipients to farmers markets and fresh, local food across the region.

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