



**FOR IMMEDIATE RELEASE: March 13, 2013**

### **March is National Nutrition Month**

**LAS VEGAS** - National Nutrition Month is the perfect opportunity to visit the local farmers' markets throughout Southern Nevada. This month, the Southern Nevada Health District and its partners encourage everyone to "Eat Right, Your Way, Every Day," with farm fresh food (*F<sup>2</sup>OOD: Farm Fresh Out of the Desert.*) The health district, Las Vegas Farmers' Market®, fresh52 Farmers' Market, and two Bet on the Farm farmers - Van Dyke Farms and Cowboy Trails Farms - are joining the Academy of Nutrition and Dietetics (formerly the American Dietetic Association) to commemorate the observance. Visit [www.GetHealthyClarkCounty.org](http://www.GetHealthyClarkCounty.org) for additional information.

The Las Vegas Farmers' Market, fresh52 Farmers' Market, and Van Dyke Farms and Cowboy Trails Farms, of Bet on the Farm Farmers' Market will offer a special promotion for its Supplemental Nutrition Assistance Program (SNAP) customers with \$5 SNAP/EBT Redemption Match at all market locations during March. SNAP customers will receive a credit equal to a dollar-for-dollar match for the first \$5 spent on SNAP eligible foods in SNAP benefits spent at the markets. The promotion is made possible by a grant from the Southern Nevada Dietetic Association and will last as long as funds are available. Market locations, times and days vary. For specific market days and hours, visit <http://gethealthyclarkcounty.org/eat-better/farmers-markets.php>

The health district encourages visits to local farmers markets because they provide customers with an opportunity to obtain locally grown, high quality fresh fruits and vegetables. Farmers' markets are an excellent location to redeem SNAP benefits for healthy food choices. The Las Vegas Farmers' Market, fresh52 Farmers' Market, and Van Dyke Farms and Cowboy Trails Farms, both of Bet on the Farm Farmers' Market also accept credit and debit transactions as well as wireless electronic benefits transfer (EBT). EBT cards work like a debit card. SNAP is a federal nutrition program that helps people stretch their food budget and buy healthy food. Benefits are provided monthly via EBT cards.

The Southern Nevada Health District's office of chronic disease prevention and health promotion has videos and information available on its website, [www.GetHealthyClarkCounty.org](http://www.GetHealthyClarkCounty.org) including online tips to make smarter and healthier choices, tools to encourage more physical activity, and ways to minimize health risks. The [YouTube channel](#) offers a variety of videos, including grocery aisle tours, diabetes management, information about portion control, or how to make small lifestyle changes to earn big benefits.

Updated information about the Southern Nevada Health District can be found on Facebook [www.facebook.com/SouthernNevadaHealthDistrict](http://www.facebook.com/SouthernNevadaHealthDistrict), on YouTube [www.youtube.com/SNHealthDistrict](http://www.youtube.com/SNHealthDistrict) or Twitter [www.twitter.com/SNHDinfo](http://www.twitter.com/SNHDinfo) The health district is now available in Spanish on Twitter [www.twitter.com/TuSNHD](http://www.twitter.com/TuSNHD). Don't have a Twitter account? Follow the health district on your phone by texting "follow SNHDinfo" to 40404.