



FOR IMMEDIATE RELEASE:
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Kids learn about local foods with POP Club

LAS VEGAS -Southern Nevada kids can join the POP (Power of Produce) Club at the fresh52markets starting Sat. Sept. 12 to learn about local farming, participate in tastings and other educational activities as ways to expose them to more fruit and vegetables. Participating kids will receive a voucher they can use at the farmers market to make their own produce choices. The program will run through October or as long supplies last.

The POP Club is part of an initiative to educate and engage kids in the local food system made possible through a Chipotle grant and partnership with the Farmers Market Coalition. Participating children will receive \$5 vouchers they can use to purchase fresh fruit and vegetables at the fresh52markets. fresh52 Farmers and Artisan Market is a Southern Nevada Health District partner through the Farmers Market Promotion Program (FMPP) whose goal is to increase access and consumption of locally and regionally produced agricultural products. The Southern Nevada Health District was awarded the FMPP grant to encourage recipients of Supplemental Nutrition Assistance Program (SNAP) benefits to consider using their benefits at the markets and to increase the availability of markets that accept them. Currently, there are eight farmers markets in Las Vegas and Henderson that accept SNAP benefits, including fresh52 markets. A complete list of Farmers Markets is available on the [GetHealthClarkCounty.org](http://www.gethealthclarkcounty.org) website.

Children can visit the POP booth at either of the following fresh52markets to learn more and sign up:
<http://www.fresh52.com/Index.html>

Saturday, 9 a.m. – 2 p.m.
Fresh52 at Tivoli Village
302 S. Rampart, Las Vegas 89145

Sunday, 8:30 a.m. – 1 p.m.
Fresh52 at Sansone Park Place
9480 S. Eastern, Las Vegas 89123

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

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MEDIA CONTACTS

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