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FOR IMMEDIATE RELEASE

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Crossroads Farmers Market Celebrates One Millionth Fresh Check Milestone on September 25, 2024

Takoma Park, MD (August 14, 2024) – Crossroads Farmers Market is thrilled to announce a monumental milestone: \$1 MILLION in SNAP-matching Fresh Checks incentives distributed to over 26,000 families in the Takoma/Langley Crossroads since 2007! That's \$2 MILLION invested in our community and local farmers.

State and county elected officials, USDA representatives, and community members will help mark this extraordinary accomplishment on **Wednesday, September 25, at 12:00 pm**. The market is located at Anne St. and University Blvd. in Takoma Park, and the event will feature live music, children's activities, and a raffle. Attendees will also have the opportunity to learn more about Crossroads' commitment to making fresh, healthy food accessible to everyone in the community.

Crossroads' innovative **Fresh Checks** program is rooted in a simple truth: affordable fresh food makes a difference. Crossroads was the first Maryland market to accept SNAP, WIC and other federal nutrition benefits, and the first nationwide to launch a "double dollar" program that matches the value of those benefits spent at the market.

"This isn't just about numbers; it's about advancing food equity," said Lauren Goldberg, Executive Director of Crossroads Community Food Network. "One million dollars in Fresh Checks matching dollars means countless stories of families accessing fresh, nutritious food."

About Crossroads

Crossroads Community Food Network is building a healthier and more inclusive food system in the Takoma/Langley Crossroads, a vibrant immigrant community outside Washington, DC. At the heart of this network of food growers, makers, and consumers is Crossroads Farmers Market, where SNAP/WIC matching dollars make healthy food affordable for all, and at the same time help support local farmers and vendors – many of whom are immigrants themselves. Crossroads also provides bilingual business support for historically excluded food entrepreneurs, an affordable commercial kitchen geared toward helping them succeed, and community-based healthy eating education.

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Let's celebrate!
¡Celebremos!



25 september, 12 pm
25 de Septiembre, al mediodía

**crossroads
farmers market**
anne st. at university blvd. east

