

For Immediate Release

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EBT Double Dollar Days at Hawai‘i Island farmers markets announced *Program gives EBT participants greater access to fresh, healthy food during holiday season*

KAMUELA, Hawai‘i—December 3, 2012—On December 22 and 23, eight Hawai‘i Island farmers markets will hold EBT Double Dollar Days, during which SNAP (Supplemental Nutrition Assistance Program, formerly called food stamps) recipients can use their EBT cards to receive double the amount of their food purchases.

On the EBT Double Dollar Days, EBT participants can visit EBT booths at island farmers markets and receive food bucks or a receipt for double the amount of their original purchase. For example, EBT participants can purchase \$20 worth of eligible goods for \$10 of EBT funds. The maximum per customer is 20 extra dollars. Thus, \$40 worth of eligible goods may be purchased for \$20 of EBT funds.

“Double dollars” may only be used at the farmers market at which they are issued. EBT recipients are encouraged to shop at participating markets early on market days, since each market will have a limited amount of “double dollars” to distribute.

EBT Double Dollar Days will be held on Saturday, December 22, at the Hilo Coffee Mill Farmers Market in Mountain View, Hilo Farmers Market and Kino‘ole Farmers Market in Hilo, Keauhou Farmers Market in Kona, Hāwī Farmers Market in North Kohala, and S.P.A.C.E. Farmers Market in Puna. Maku‘u Farmers Market in Puna and Volcano Farmers Market will hold EBT Double Dollar Days on Sunday, December 23.

The EBT Double Dollar Days program is intended to give EBT participants the opportunity to purchase additional fresh, healthy, and local fruits and vegetables at participating farmers markets during the holiday season.

According to Betsy Cole, The Kohala Center’s deputy director, “While EBT recipients can now use their EBT cards at eight Hawai‘i Island farmers markets year-round, we know that many families face additional financial pressure during the holidays. EBT Double Dollar Days helps make fresh, nutritious food affordable for Hawai‘i Island families during the holidays.”

EBT Double Dollar Days is sponsored by Kaiser Permanente, The Kohala Center, the Ulupono Initiative, and the USDA Farmers Market Promotion Program.

For more information, contact The Kohala Center at 808-887-6411, visit www.kohalacenter.org/ebt, or inquire at participating markets.

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About The Kohala Center

The Kohala Center (<http://www.kohalacenter.org>) is an independent, community-based center for research, education, and conservation. The Center's main areas of work are: energy self-reliance, food self-reliance, and ecosystem health. The Center was established in direct response to the request of island residents to create greater educational and employment opportunities by enhancing—and celebrating—Hawai'i's spectacular natural and cultural landscapes.

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