



FOR IMMEDIATE RELEASE
October 25, 2011

Food Day Events

LAS VEGAS – The Southern Nevada Health District and its partners continue to celebrate the first ever Food Day with activities today and Wednesday at local farmers markets. Events are designed to spark community conversations that lead to changing the way people think about, produce, and consume food in America.

Scheduled events include:

Tuesday, Oct. 25, 2011

Las Vegas Farmers Market®

4 p.m. until 8 p.m.

The Gardens Park in Summerlin

10401 Gardens Park Drive

Las Vegas, Nev., 89135

Wednesday, Oct. 26, 2011

Las Vegas Farmers Market®

4 p.m. until 8 p.m.

Bruce Trent Park

1600 N. Rampart Blvd.

Las Vegas, Nev., 89102

The health district, in conjunction with the Las Vegas Farmers Market, will promote Food Day with farm fresh samplings prepared by a local chef, a Food Day game and giveaways. The Las Vegas Farmers Market is co-sponsored by the City of Las Vegas and The Summerlin Council. The Las Vegas Farmers Market will debut its wireless electronic benefits transfer (EBT) program at the events. EBT cards work much like a debit card and allow program participants increased access to fresh and healthy products offered at the markets. Supplemental Nutrition Assistance Program (SNAP) outreach information will be available at the events to assist potential clients in the application process. SNAP is a federal nutrition program that helps people stretch their food budget and buy healthy food. SNAP benefits are provided each month using EBT cards.

Food Day is founded and sponsored by the Center for Science in the Public Interest. The ultimate goal of Food Day is to start a movement to “Eat Real” in communities across the country. “Eat Real” is a simple concept to promote sustainable, humane, healthy and accessible food. This includes:

- Promoting safe, healthy foods to reduce obesity and diet-related diseases.
- Supporting sustainable, family farms.
- Expanding access to food and alleviating hunger.
- Protecting the environment and animals by reforming factory farming methods.
- Promoting children’s health by reducing junk food marketing aimed at kids.
- Supporting fair conditions for all food and farm workers.

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Health district/community partners commemorate Food Day – add one

For additional information, contact the Southern Nevada Health District's Office of Chronic Disease & Health Promotion, (702) 759-1270 or visit www.GetHealthyClarkCounty.org. Additional information about the Southern Nevada Health District is available on the website, www.SNHD.info, on Facebook www.facebook.com/SouthernNevadaHealthDistrict, on YouTube www.youtube.com/SNHealthDistrict or Twitter: www.twitter.com/SNHDInfo.