



MEDIA ADVISORY

OFFICE OF COUNTY MAYOR GLENN JACOBS

400 Main Street, Suite 615, Knoxville, TN 37902

New Harvest Park Farmers' Market Opens Tomorrow

WHO: Knox County Mayor Glenn Jacobs and Nourish Knoxville

WHEN: 3 to 6 p.m., Thursday, April 22, 2021

WHERE: New Harvest Park (4775 New Harvest Lane)

BACKGROUND: Mayor Glenn Jacobs will ring the opening bell.

Rain or shine the New Harvest Park Farmers' Market will be open every Thursday through September 30.

The Market will feature 15 small, locally-owned businesses and showcase a wide variety of seasonal produce, meats, eggs, plants, prepared foods, and artisan crafts. A new community booth will house the Nourish Moves walking program in which market patrons can track their steps and redeem them for Produce Bucks to be spent at market on fresh fruits and vegetables.

Nourish Knoxville will continue to offer SNAP & P-EBT processing & doubling at the market through the Double Up Food Bucks Program. SNAP & P-EBT purchases will be doubled, up to \$20 per day in Double Up Food Bucks tokens that are redeemable at the market for free fresh fruits and vegetables.

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