Date: July 15, 2020

From: Farmers’ Market Federation of NY

Contact: Diane Eggert, Executive Director

Phone: 315-400-1447

E-Mail: deggert@nyfarmersmarket.com

FOR IMMEDIATE RELEASE:

**Celebrate National Farmers Market Week with Give Back NY!**

**August 2 – 8, 2020**

National Farmers Market Week is coming up, August 2 - 8, 2020.. New York State farmers markets will be celebrating with **Give Back NY** at markets all across the state. **Give Back NY** is our opportunity to honor all those who have supported farmers markets, local agriculture and food producers, and local food throughout the course of the current health crisis. Overwhelmingly, consumers have put their faith in farmers markets as a source for safe, healthy foods for themselves and their families. We want to celebrate that tremendous support by opening our markets during National Farmers Market Week to partner with local food pantries to collect both food and cash donations to help those who have been experiencing hunger, especially during our COVID 19 health crisis.

Farmers markets will host local food pantries at their markets during the Farmers Market Week, August 2 – 8. At that time food pantries will be available to accept donations while building awareness of food insecurity within our communities.

We ask you to join our celebration and encourage donations to pantries. Some food pantries may have restrictions or guidelines on how donations can be accepted during the COVID 19 crisis, but below are suggestions on how you can participate.

* Purchasing local food from farmers/vendors at the market for donation
* Donating dollars to the food programs to help them achieve their mission
* Farmers and vendors can donate to the food pantries at the end of the market day
* Bringing shelf stable products to the market for donation. (Some pantries may not accept these.)

The *(NAME)* Farmers Market will be celebrating National Farmers Market Week with a **Give Back NY** food drive. Our market will be open *(day, date)* from *(time)* to *(time)*. Our farmers and vendors will be at the market with a full array of locally grown and prepared food.

We are pleased to announce that the *(NAME)* Food Pantry will be at the market throughout the market day to collect donations to support their mission to alleviate hunger in the community. We encourage our customers, farmers and vendors to join us in our food donations drive, share the bounty and together, we can build a healthy community for all.

For more information, contact *(market manager)* at *(contact information).*