



NEWS RELEASE

York County Public Affairs

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Yorktown Market Days Invites the Community to Show Some Extra LOVE During National Farmers Market Week

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To help celebrate *National Farmers Market Week, August 2-8*, York County is excited to once again host the Virginia Tourism Corporation's (VTC) live-sized LOVE artwork—this time for the entire week leading up to the **August 8 market that runs from 8 a.m. to 12 p.m.** The massive letters, which stretch 16 feet in length and stand more than six feet tall, are an extension of the "Virginia is for Lovers" brand... or in this case "Virginia is for Farmers Market Lovers."



The VTC and the Virginia Farmers Market Association teamed up in 2019 to add the variation of the iconic state motto to their LOVE line—in an effort to pay homage to markets across America, including here in Hampton Roads. Farmers markets have always been an essential service for communities, but especially in light of the unprecedented global pandemic. The open-air outdoor locations, ability to spread out vendor booths to maintain social distancing, and fewer touchpoints due to the shortened supply chain—mean many families feel safer purchasing directly from their local farmers during this COVID-19 outbreak.



For the past 14 years, shoppers have come to depend on Yorktown Market Days for seasonal produce; meats and seafood; honey, jams, and sauces; baked goods; fresh juices and coffee; and more. Throughout the year, they also get the opportunity to try new

varieties of produce such as Smooth Criminal Summer Squash from Allen’s Farm, Moon and Stars Watermelons from Penn Farm, and Red Malabar Spinach from Terra Aqua Dynamics Microfarm. Shoppers can ask questions about how the products are grown and harvested and even ask for advice on the best ways to cook and incorporate them into their weekly meals.

The Market is a proud participant in the USDA’s Supplemental Nutrition Assistance Program (SNAP)—which brings fresh food to the most vulnerable citizens. Additionally, as part of Virginia’s Fresh Match Program, shoppers using an EBT or Virginia Pandemic-EBT card to purchase **fruits and vegetables** from Allen's Farm, Penn Farm, Terra Aqua Dynamics or Joe's Grows will get a dollar-for-dollar match. For example, if they spend \$20, they receive \$40 worth of produce.

Other items available for regular SNAP dollars and the emergency pandemic funds include: plants that grow foods; breads; meat, fish, and poultry; dairy products; local honey; and baked goods that are wrapped, labeled and intended for home consumption.

The LOVE letters will be on display between Water Street Grille and the Freight Shed and open to the public for photo opportunities beginning August 1. They will remain up through August 9. During the week leading up to Yorktown’s market, visitors are encouraged to take pictures with the LOVE letters and post to social media captioning with what they love most about the market, using **#LOVEVA #lovemymarket** and



#visityorktown. Those who utilize both hashtags and also tag Visit Yorktown and Virginia is for Lovers will automatically be entered in a drawing for one of three farm baskets filled with produce, baked goods, and other items donated by Yorktown’s vendors and artists and distributed during the National Farmers Market Week event.

More than 200 permanent LOVE letters, called LOVEworks, exist in towns, cities and at Welcome Centers across the Commonwealth – each reflecting the uniqueness of the community in which it stands.

Additional Event Info:

- Website: www.yorktownmarketdays.com
- York County Tourism Development: 757-890-5900
- Facebook, Instagram, Twitter: Visit Yorktown #visityorktown #lovemymarket

Additional photos available at <https://bit.ly/3eNjbrj>.

Yorktown Market Days is held every Saturday through the end of October (excluding October 3), and is presented by York County and the Riverwalk Landing Business Association. It is a rain or shine event.

*Special thanks to the 2020 **Cultivator Sponsors** State Farm Agent Mark Irwin and Langley Federal Credit Union. Additional recognition goes to **Harvester Sponsor** Amory Funeral Home for entertainment and **Seed Sower Sponsor** Parks Orthodontics for providing all the kid-friendly activities. Yorktown Market Days is presented by York County and the Riverwalk Landing Business Association.*