



For Immediate Release

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### **A-F County Market Receives Rural Health Award**

*Award Recognizes Veggie Voucher Program; Expansion of Food Options for Adams County Residents*

Monday, October 29<sup>th</sup> — The Wisconsin Office of Rural Health will present A-F County Market with an Outstanding Contribution to Rural Health Award in a ceremony on Friday, November 9<sup>th</sup>.

The award is in recognition of A-F County Market’s Veggie Vouchers program, which provides options for Adams County residents to increase their consumption of fresh food. The program is a partnership of A-F County Market, the main grocer in the county, and the Be Healthy Adams County Coalition.

Customers donate points they earn as reward members, or a donate a monetary contribution, into \$5 “Veggie Vouchers” that are given to the Adams Food Pantry to distribute to customers.

Feedback to the program has been extremely positive. One recipient said that receiving a voucher “*was like getting a Christmas present.*”

The Veggie Vouchers program was nominated by the Adams County Health and Human Services Department.

The ceremony will take place on Friday, November 9<sup>th</sup>, at 12pm at A-F County Market, located at 215 W. North Street in Adams, Wisconsin.

The Outstanding Contribution to Rural Health Awards are part of a celebration of [Rural Health Day](#), a day that highlights the unique challenges rural communities face: issues like provider shortages, lack of broadband, and lack of transportation. This year’s Rural Health Day falls on November 15<sup>th</sup>, 2018.