

Client: **USDA FNS**
Project: **SNAP National Media Campaign**
Format: **Radio (Paid) :60**
Title: **“SNAP” (Hispanic audience)**
Date: **February 16, 2010 (As Recorded)**

This spot is meant to alert and inform individuals about the new program name (SNAP) and benefit changes made to meet the needs of today's FNS clients. The spot also encourages listeners to view their current situation with a positive outlook for the future.

MALE ANNCR: Muchas personas que tienen bajos ingresos no saben que podrían calificar para un programa que puede ayudarles a comprar alimentos saludables para ellos y sus familias. El programa se llama SNAP. Es el nuevo nombre del Programa Federal de Cupones para Alimentos. (20)

Many individuals with low income are not aware that they may qualify for a program that can help them purchase nutritious food for themselves and their families. The program is called SNAP. It's the new name for the federal Food Stamp Program.

MALE ANNCR: SNAP puede ayudarle si debido a los pagos mensuales y otros problemas económicos le resulta difícil comprar alimentos saludables. Con el programa recibirá una tarjeta electrónica que podrá utilizar para comprar todo tipo de alimentos, incluyendo frutas y verduras. (13)

SNAP can help if bills and other financial hardships make it difficult to buy healthy food. You will get an electronic card you can use to purchase all sorts of foods, including fruits and vegetables.

MALE ANNCR: SNAP les da más beneficios a un mayor número de personas que sean elegibles. Si sus ingresos son bajos, no importa si estás empleado, si tienen un auto o qué edad tiene. SNAP ayuda a toda clase de gente. (10)

SNAP provides more benefits to more people who qualify. If your income is low, it doesn't matter if you work, own a car or how old you are. SNAP helps all sorts of people.

MALE ANNCR: Para saber más, llame al 1-800-221-5689. Repito, 1-800-221-5689. 1-800-221-5689. SNAP. Alimentos saludables a su alcance. Un mensaje del Departamento de Agricultura de los Estados Unidos. (15)

To learn more, call 1-800-221-5689. That's 1-800-221-5689. 1-800-221-5689. SNAP. Putting healthy food within reach. A message from the U.S. Department of Agriculture.