



5 A Day and School-Age Children

Sample Press Release

Send a press release to the media before an event where 5 A Day is being celebrated. Use this sample and adapt it to your school system.

Use official letterhead

Press Release

For Wednesday, September 3, 2003

Celebrate 5 A Day Week with Eggplant Elementary School!

- WHAT:** North Carolina's 5 A Day Week is September 7-13, 2003. Eggplant Elementary is celebrating this week with many 5 A Day events, culminating in a 5 A Day Health Fair on Friday, September 12. Activities at the health fair will include taste testings, food demonstrations, 5 A Day games and physical activities, fruit and vegetable characters (our principal will be dressed as a strawberry!), music and more! Our 5 A Day committee, including a physical education instructor, school nurse, food service manager, parents and students will be available for interviews.
- WHY:** To help children, parents, faculty and staff recognize that eating fruits and vegetables on a daily basis can improve their overall health. Eating 5 or more servings of fruits and vegetables can also help prevent the risk of cancer. 78% of NC adults do not eat 5 A Day. NC ranked 34 out of 50 states for 5 A Day (50 = worst). Only 18% of NC high school students eat 5 A Day. Fruits and vegetables don't just taste good - they contribute to better health because they are low in calories and fat, high in vitamins, minerals and fiber.
- WHEN:** Friday, September 12, 2003, 2:30 p.m.
- WHERE:** Eggplant Elementary Gymnasium (provide directions, if necessary)
- WHO:** Eggplant Elementary School Health Committee, American Cancer Society (Eggplant Branch) and Eggplant Community Hospital are sponsoring the event.
- CONTACT:** Amanda Riley at (252) 555-1234 or amanda.riley@abc.com