

## SAMPLE PRESS RELEASE

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### ***FOR IMMEDIATE RELEASE***

#### **District [XX] implements salad bars in [elementary/middle/high] schools**

[DATE]

[City/Town/Village Name], Ohio – School District [XX] [is/has] started a salad bar at [SCHOOL NAME] to help improve healthy eating by increasing the amount of fruits and vegetables offered and served to students and staff.

District [XX] school officials chose to implement a salad bar as part of an ongoing effort to improve healthy eating in the schools by making the healthy choice the easy choice. [QUOTE FROM FOOD SERVICE STAFF: example: "This grant will help give us a unique opportunity to offer salad bars in our elementary schools," said Michelle Trumpy, the district's Registered Dietitian.]

Through the *Let's Move Salad Bars to School* initiative, [# of bars] salad bar[s] were donated to the district. The plan is to have the salad bars in place when school begins in the fall.

*"The salads we serve have had a great success at the elementary level,"* said Trumpy. *"Implementing salad bars will help us continue on the path of improving healthy eating in our schools by increasing the servings of fruits and vegetables our students eat on a daily basis."*

The [# of bars] donated salad bar[s] are part of the *Let's Move Salad Bars to Schools* initiative, a comprehensive grassroots public health effort designed to mobilize and engage stakeholders at the local, state and national level to support salad bars in schools. The initiative's vision is to significantly increase salad bars in schools across the country until every child has the choice of healthy fruits and vegetables every day at school.

Picture of student/staff (with permission) enjoying the salad bar.

*Let's Move Salad Bars to Schools* is an initiative of the Food Family Farming Foundation, National Fruit and Vegetable Alliance, United Fresh Produce Association Foundation, and Whole Foods Market. It is designed to help support First Lady Michelle Obama's *Let's Move* initiative, which works to address childhood obesity.

District [XX] serves approximately [# of students] students in grades K-12, with additional early learning opportunities for [AGE GROUPS][Elaborate on opportunities]. District [XX] is located near [large city nearby], serving all or parts of the communities of [cities/villages/towns served by school district].

#### **CONTACT:**

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