**Template Press Release: Summer Cucumber Crunch**

Copy and paste this press release template into a new document. Then personalize all of the portions in {BRACKETS}, add any content specific to your event, and send it out to your local media and news outlets.

\*\*\*

FOR IMMEDIATE RELEASE

CONTACT: {YOUR NAME }

{SCHOOL/ORGANIZATION}

{PHONE}

{EMAIL OR OTHER CONTACT}

{MONTH DATE, YEAR}

It’s Cucumber Crunch time at {SCHOOL/ORGANIZATION}!

{SCHOOL/ORGANIZATION} is joining K-12 schools, community-based organizations, local food support organizations, and early care centers across Wisconsin in the annual Cucumber Crunch. Participants celebrate local, in-season produce by crunching into {CUCUMBERS OR OTHER IN-SEASON PRODUCE} from {FARM} on {DAY OF THE WEEK, DATE}!

{PROVIDE A BRIEF DESCRIPTION OF YOUR EVENT, ACTIVITIES, LOGISTICS, HOW

PARENTS/COMMUNITY CAN BE INVOLVED}

This collective crunch encourages healthy eating and supports farm to school and local food initiatives. {DESCRIBE HOW IT CONNECTS LEARNING OR OTHER RELATED EFFORTS AT YOUR SCHOOL OR SITE}.

For more information, or to crunch with us, please contact {CONTACT NAME} at {CONTACT PHONE or EMAIL}.

To learn more about the Cucumber Crunch, visit <https://dpi.wi.gov/community-nutrition/sfsp/celebrate-summer>.

-end-