### Alternative Food ProgramsTool: News Release Template

**FOR IMMEDIATE RELEASE**

Media Contact:

[Your Name]

[Your Phone Number]

[Your Email Address]

[Your District’s URL]

Students Provided Fresh Fruits and Vegetables as Snacks

[LOCATION], [DATE]-- [Elementary school(s) name(s)] offers all students fresh fruits and vegetables as snacks through the USDA’s Fresh Fruit and Vegetable Program.

The Fresh Fruit and Vegetable Program provides free fruits and vegetables to students in elementary schools as a way to increase fruit and vegetable consumption. [Insert quote such as *“The fruit and vegetable program allows the school to influence the children in making healthy eating choices. Students are always excited to try the foods,”*] said [principal].

The program provides students with a healthy snack when they are away from home, as a way to promote healthful eating habits. It also introduces them to new fruits and vegetables that they may otherwise not have had the opportunity to sample.

[Information on how the program works at your school. When the snacks are served and how they are served.]

[Include an additional two-three sentences describing the background information of your program, you may use bullet points if it makes more sense.]

For more information on the Fresh Fruit and Vegetable Program at [school district name], visit [url with more information.]

About [Name of School District] [Include a description of your school district. Ask your administration or communication staff if they have a standard statement to include here.]

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