



COMPONENTS OF A PRESS RELEASE

FOR IMMEDIATE RELEASE

Contact Information – List name, title, telephone number and email address of your media spokesperson. It is important to list a cell phone number since reporters often work on deadlines and may not be available until after office hours.

CONTACT: [NAME]
[PHONE NUMBER]
[EMAIL]

Headline – Skip two lines after your contact info and use a boldface type.

**ENJOY A RAINBOW OF HEALTHY FRUITS AND VEGETABLES
DURING FRUIT AND VEGGIE FEST 2015**

Subhead – Fleshes out the headline to further interest reader.

[LHD] Partners With [Retailer] to Make Shoppers' Health a Priority

Lead – First paragraph is used to grab the reader's attention. Should answer the five W's (who, what, when, where, why).

[CITY], Calif. (Date) – [RETAILER] and California Champions for Change teamed up to brighten the grocery shopping experience today with Fruit and Veggie Fest, an annual event sponsored by local health departments that celebrates healthy eating at food retail locations statewide during May. Shoppers were treated to special offers, cooking demonstrations and fun activities for the whole family all to encourage making healthier choices in every aisle. With a theme focused on the rainbow of color, flavor and nutrition that fruits and vegetables offer, shoppers were encouraged to fill their carts with plenty of fresh, frozen, dried and canned produce.

Quote – Be sure to include at least one quote from a reputable source.

"Fruits and vegetables add a beautiful array of color to snacks and meals, and those colors are important because it means a diet rich in a variety of vitamins and minerals that our bodies need to be healthy," said [INSERT LHD SPOKESPERSON NAME], [INSERT TITLE]. "Every trip to the grocery store is another chance to improve your family's health by bringing home a rainbow of fruits and vegetables."

More – Indicates more than one page. Should be centered at the bottom of the page.

- more -



This material was produced by the California Department of Public Health's Nutrition Education and Obesity Prevention Branch with funding from USDA SNAP-Ed, known in California as CalFresh. These institutions are equal opportunity providers and employers. CalFresh provides assistance to low-income households and can help buy nutritious food for better health. For CalFresh information, call 1-877-847-3663. For important nutrition information, visit www.CaChampionsForChange.net.

California's grocers are on the frontlines of the obesity epidemic, which is why the California Department of Public Health's Nutrition Education and Obesity Prevention Branch (NEOPB) works with many stores statewide to reach shoppers at the point of purchase. Surveys show that retail promotions can have a positive impact on how shoppers spend their food dollars and CalFresh benefits. From corner stores to supermarket chains, retail partnerships and in-store activities like Fruit and Veggie Fest are critical in the battle against obesity, particularly among low-income Californians who are at greater risk.

"In-store healthy food demonstrations, store tours and special discounts on fruits and vegetables are fun ways we work with retailers to help shoppers create healthy habits like making half your plate fruits and vegetables, eating more whole grains and drinking more water every day," said [INSERT LHD SPOKESPERSON NAME], [INSERT TITLE].

More than [NUMBER] shoppers took part in activities at [RETAILER], including [ADD DETAIL SPECIFIC TO THE EVENT, ESPECIALLY UNIQUE EVENTS OR ONES FOR KIDS]. [ALSO INCLUDE DETAIL IF THE RETAILER WILL CONTINUE ANY ACTIVITIES DURING MAY LIKE A COLORING CONTEST.]

For event information, healthy recipes and tips, visit CaChampionsForChange.net.

Closing Symbol –
Lets the reader know the press release is finished. Should be centered one to two lines after the last sentence.

#

Body –
The main body of your press release is where your message should fully develop.

Closing Paragraph –
Provides a way for the reader to obtain more information. Often a press release ends with a **Boiler Plate**, which provides background information about the company and/or project issuing the release.