

# \* MEDIA ALERT \*

\_\_\_\_\_ to Hold Community Event Promoting Healthy Lifestyle  
Parents and kids invited to learn about the benefits of eating “lots of fruits and vegetables.”

**WHAT:** The \_\_\_\_\_ is holding a community event to get kids excited about eating fruits and vegetables. Targeted towards kids ages 2-11, the campaign focuses on early education of the benefits of healthy eating in the hopes that it will lead to a lifelong commitment.

The \_\_\_\_\_ invites everyone to come out to support this event which includes educational games and activities for all ages. Prizes are awarded to the winners of games that include fruit and vegetable juggling, guessing games and a biggest orange slice smile contest.

**WHY:** Eating fruits and vegetables is key to a healthy diet. By bringing parents and kids together in a fun, educational environment, the \_\_\_\_\_ can educate kids and parents that fruits and vegetables are healthy, and they taste great too.

**WHEN:** \_\_\_\_\_ , \_\_\_\_\_  
(Date) (Time)

**WHERE:** \_\_\_\_\_  
(Location)

**WHO:** \_\_\_\_\_  
(Organization name and details)