



Sample Media Release (English)

## **MEDIA RELEASE**

For Immediate Release: (date)

Contact: (your contact information)

### **New Campaign Aims to Educate Parents About the Importance of Choosing (insert campaign name here)**

Statewide initiative partners with (community) to educate parents

**(City name), Ariz.** - The Arizona Nutrition Network's "Champions for Change" initiative encourages parents and kids to make healthy lifestyle changes. The new "(insert campaign name here)" campaign aims to educate parents about choosing "(insert campaign name here)" as part of their family's diet.

Part of the (insert name of food group) group of MyPlate, "(Insert campaign name here)" provide lots of (insert vitamins and minerals that can be found in this food group). "(Insert campaign name here)" include (insert examples of foods that the campaign encompasses).

The Arizona Nutrition Network, an Arizona Department of Health Services division, is partnering with communities across Arizona to introduce the "(insert campaign name here)" campaign. Parents can learn the health benefits and how to incorporate "(insert campaign name here)" as part of meals and snacks.

The effort, targeted towards mothers of children ages 2 to 11 in (community), will combine several methods to reach families. Television spots and online ads will be seen and heard throughout the state, starting in (insert month here). The campaign features real Arizona moms as "Champions for Change" and highlights why they choose "(insert campaign name here)" and how they get their kids to eat them.

The Arizona Nutrition Network also developed a community event tool kit for distribution to statewide partners that contains easy and fun healthy eating-related games for preschool and elementary school children.

As part of this campaign, the Arizona Nutrition Network is offering to send free recipes and information on healthy eating. To receive these free materials, parents can call 1-800-695-3335. To learn more about the "Champions for Change" initiative, visit [EatWellBeWell.org](http://EatWellBeWell.org).