

PRESS RELEASE TEMPLATE

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.

If your festival has included a prize incentive for vendors, add the optional paragraph. You may want to include a sentence or two about some of the healthy choices being offered and by whom. You could include a quote from one of the vendors participating as well.

FOR IMMEDIATE RELEASE

Contact: {NAME}, {PHONE AND EMAIL}
{ORGANIZATION}

“FIT” Fare Offered at {BLANK} Festival FIT Concessionaire Highlights Healthier Choices



{TOWN, STATE, DATE}—Look for the green and red FIT Concessionaire logo on menus at this year’s {FESTIVAL/FARE} on {DATE} at {LOCATION} if you’re looking for some healthier food choices.

“Food is a big part of our festival, and of course we will continue to have traditional favorites, but we also know that more people are looking for some healthy options too,” said {FESTIVAL COORDINATOR}. “By adding FIT Concessionaire, we’re providing fair-goers with more fresh choices and providing vendors with a way to highlight those options.”

The FIT logo on menus and signage indicates that a local registered dietitian has reviewed the nutritional content to ensure it meets FIT Concessionaire criteria, such as a maximum of 200 calories (although entrees may exceed this guideline), 480 mg of sodium, 30% of calories from fat, 35% sugar by weight and 10% saturated fat. The {FESTIVAL} partnered with {LOCAL HEALTH DEPARTMENT/HOSPITAL, ETC} to review vendor’s FIT Concessionaire offerings.

Initially FIT Concessionaire was created by Advocates for Health in Action (AHA) and the Town of Cary, N.C., for Cary’s popular Spring Daze Arts and Crafts Festival. AHA is a collaborative of partners in Wake County, N.C., working to increase access to healthy food and physical activity through policy, systems and environmental change. FIT Concessionaire is one way that towns and organizations can support healthy food access. “FIT Concessionaire isn’t about taking away any popular fair foods, but rather it’s a way for communities and organizations to offer fresh and healthy choices too,” said AHA Director Sara Merz.

{OPTIONAL}

“To encourage our vendors to participate in FIT Concessionaire, we are hosting a contest for the tastiest FIT options. The vendor that wins will have its application fee refunded,” said {FESTIVAL ORGANIZER}.

For more information about the {FESTIVAL}, visit {WEBSITE} or contact {NAME, EMAIL.} For more information about FIT Concessionaire, visit AHA’s website at www.AdvocatesforHealthinAction.org.

About {FESTIVAL ORGANIZER}

{BOILERPLATE LANGUAGE ABOUT ORGANIZER OR FESTIVAL}

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