

## Sample News Release Announcing District Participation

[DISTRICT LETTERHEAD]

### CONTACT INFORMATION

[FIRST AND LAST NAME]

[PHONE NUMBER]

[EMAIL ADDRESS]

### FOR IMMEDIATE RELEASE

[DATE]

### [NAME OF SCHOOL DISTRICT] JOINS LIVEWELL COLORADO'S EFFORTS TO EXPAND NUTRITIOUS AND DELICIOUS SCHOOL MEALS

[NAME OF CITY] – The [NAME OF SCHOOL DISTRICT] is among a select group of school districts in Colorado that has accepted the LiveWell Colorado challenge to provide more freshly prepared school lunches that taste good and are good for students. Over the next two years, [NAME OF SCHOOL DISTRICT] will receive assistance from the LiveWell@School Food Initiative to offer more menu items that are made from scratch, right in [DISTRICT] kitchens. In addition, the district will receive kitchen equipment, free culinary training, and on-site support from a LiveWell Colorado chef consultant.

For this initiative to be successful, school food directors need the support of parents, students and staff. Staff and families are encouraged to be a part of the healthy meal enhancements by trying the new menu items, sharing feedback and ideas and joining the school food advisory team.

The goal of the LiveWell@School Food Initiative is to make it easy for kids to make healthy lunch choices. LiveWell Colorado recognizes the key role of the food service director as well as of parents, students, staff and the entire community in ensuring the success of this effort.

Research also proves that when kids eat a balanced diet, they are better able to focus on academics and extracurricular activities. “[NAME OF SCHOOL DISTRICT] is very excited to be participating in this initiative and looks forward to serving meals that are both good for students and taste good,” says [NAME OF FOOD SERVICE DIRECTOR]. “It’s going to take some time and effort to complete the process, but it’ll be worth it because it’s the right thing to do for our kids.”

LiveWell Colorado is a nonprofit organization. Its LiveWell@School Food Initiative was launched with funding and support from the Colorado Health Foundation. The goal of the LiveWell@School Food Initiative is to ensure all children in Colorado have access to and choose healthy food at school by 2022. For more information, visit [www.livewellcolorado.org](http://www.livewellcolorado.org).

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