

## Template Press Release: Great Apple Crunch

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.

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FOR IMMEDIATE RELEASE  
CONTACT: {YOUR NAME }  
{SCHOOL/ORGANIZATION}  
{PHONE}  
{EMAIL OR OTHER CONTACT}

October {xxth}, 202X

It's Great Apple Crunch time at {TOWN/SCHOOL NAME}

{TOWN/SCHOOL NAME} is joining schools, early care centers, colleges, hospitals, and other organizations across the Midwest states of Minnesota, Wisconsin, Illinois, Michigan, Indiana, Iowa, and Ohio in the Great Apple Crunch. Participants celebrate National Farm to School Month and local farmers by crunching into {CHOOSE: FARM NAME, LOCAL, ETC.} apples at noon local time on October 8, or any other day in October!

{PROVIDE A BRIEF DESCRIPTION OF YOUR EVENT, ACTIVITIES, LOGISTICS, HOW PARENTS/COMMUNITY CAN BE INVOLVED}

This collective crunch encourages healthy eating and supports farm-to-school and local food initiatives throughout the Midwest Region. {DESCRIBE HOW IT CONNECTS LEARNING OR OTHER RELATED EFFORTS AT YOUR SCHOOL OR SITE}.

For more information, or to crunch with us, please contact {CONTACT NAME} at {CONTACT PHONE or EMAIL}.

For more information about the Great Apple Crunch, visit [health.extension.wisc.edu/great-apple-crunch](http://health.extension.wisc.edu/great-apple-crunch)

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