Template Press Release: 2027 Wisconsin Chili Lunch **Copy and paste this document into your own word document, and then update the [BRACKET] sections with your organization's information.** ***

FOR IMMEDIATE RELEASE
CONTACT NAME: [your names here]
ORGANIZATION: [your org here]
EMAIL: [your email here]

February [##], 2025

It's Wisconsin Chili Lunch time!!

The [**YOUR ORGANIZATION NAME**] is joining cafeterias and kitchens across Wisconsin for the annual Wisconsin Chili Lunch (WCL). Participants celebrate farm to school and local farmers by serving a chili lunch meal to students and eaters statewide on Thursday, February 27nd!

This Wisconsin Farm to School event encourages schools and other institutions to practice purchasing local foods and celebrate them on the tray! Schools and other cafeteria settings are encouraged to source as many local food ingredients as possible and serve a local chili however it suits them best. A variety of institutions including schools, hospitals, early care sites, and other community organizations will participate and serve chili on this day, which coincides with National Chili Day! Schools can use the 'official' WI Chili Lunch recipe or their own favorite recipe. The goal of the WCL is to build stronger connections between locally-grown products and ingredients and students and eaters -and show how we can Eat Wisconsin Grown even in winter. This statewide chili lunch event encourages nutritious school meals and supports farm to school and local food initiatives throughout the state.

[**YOUR ORGANIZATION NAME**] is participating in the WCL with over 50 other registered organizations in the state! Together these organizations will serve over 30,000 bowls of Wisconsin Chili. Participants include 39 K-12 districts and schools and 16 early care and education sites! Learn more about the WCL and find farm-to-school recipes at health.extension.wisc.edu/wi-chili-lunch/resources. Visit the WCL Facebook page to see fun and delicious photos from past Wisconsin Chili Lunch day celebrations.

For more information about the WCL at [**NAME OF YOUR ORGANIZATION**] contact [**ADD YOUR CONTACT INFORMATION HERE**].

For more information about the Wisconsin Chili Lunch,health.extension.wisc.edu/wi-chili-lunch

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