

Media Advisory

*Use the life cycle of the garden to issue a press release to your local media. Be sure to include the role students play in maintaining the garden and how the produce they grow helps the school. Invite media to cover ribbon cutting ceremonies and let them know if they want to see the students in action, they can contact you for times*.

SCHOOL LOGO

School District Media Contact: ADD CONTACT

# **School Name Celebrates Fresh, Healthy Foods for Kids with School Garden Showcase!**

**[ACTIVITY] will happen at [YOUR SCHOOL] on [DAY] as part of recognizing and sharing about the program.**

**What:** School Garden and Farm to School Event

**When:** DAY, MONTH, YEAR at TIME

**Where:** PLACE - ADDRESS

**NOTE: Remember this is an event open to the public. School staff, students, parents, school board members, members of the community and media are all invited.**

**Please RSVP:** Email ADD NAME if you plan to attend and report on the event.

Following the event, ADD NAME and TITLE will be available for interviews. Interviews can be coordinated with ADD NAME following the announcement.

Media Press Release

**Insert School District/School Logo**

**NEWS RELEASE**

[Insert date]

**Media Contact**

[Insert contact information]

**\_\_\_\_\_\_\_ School District Helps Students Make Healthy Choices with School Garden Program**

*The \_\_\_\_\_\_\_\_ School District hosts a school garden showcase promoting hands-on learning and healthy, nutritious food choices.*

(Insert City, OR) - Parents, students, teachers and members of the XXXX community gathered to take in \_\_\_\_\_\_\_\_\_\_ school garden. The \_\_\_\_\_\_\_\_\_\_\_\_\_ School District (or \_\_\_\_\_\_\_\_\_\_\_\_\_ School), has expanded its farm-to-school program to offer a unique experience for students: school gardens and hands-on learning.

“We are so thrilled to offer school gardens for our students to deepen their learning and understanding about healthy meal choices,” said \_\_\_\_\_\_\_\_\_\_\_\_\_ Public Schools Superintendent \_\_\_\_\_\_\_\_\_\_\_\_\_ (or \_\_\_\_\_\_\_\_\_\_\_\_\_ School Principal \_\_\_\_\_\_\_\_\_\_\_\_\_). It’s not enough to put local, healthy fresh food in front of kids - if you do, they may or may not eat that food. But if you TEACH them about the local food through your school garden and model that food in the cafeteria, kids make lifelong, healthy choices and bring the message home. Our farm to school program optimizes student learning by providing hands-on experiences – planting fruits and vegetables, harvesting and consuming. We believe in creating rich, unique experiences for our students to learn and grow.”

The garden at \_\_\_\_\_\_\_\_\_\_ school has been helping students learn since \_\_\_\_ (insert year) and is supported by your tax dollars through a grant from the Oregon Department of Education and local property taxes (be sure to mention other funding, such as local donors, if any).