

NEWS RELEASE AND MEDIA PITCH TEMPLATE

Use the templates below to reach out to local media and bloggers in your community. We recommend customizing these templates with colorful anecdotes about your school or organization's garden and including community data such as how the garden will impact children's access to healthy food.



Sample Media Pitch

Below is a draft note you can use when reaching out to local media reporters and bloggers. The more personal you make it, the better the response you'll get.



Subject: <Insert: Name of School/Youth Organization> Awarded Whole Kids Foundation Grant to Fund School Garden

Hi <insert name of reporter/editor>,

[Start with a fact about your school garden]

Did you know that <insert name of school/organization> will soon have a new school garden?

Did you know that <insert name of school/organization> grew [insert #] veggies last year?

Did you know that XXX students at <insert name of school/organization> helped to grow /taste XX veggies at our school last year?

We're proud to let you know that <insert: school/youth organization> was selected by Whole Kids Foundation for a \$3,000 grant that will fund the resources needed to build [or expand] an educational garden on our campus. We anticipate more than XXX of our students will be able to learn where their food comes from as well as other vital lessons that come when children have access to a school garden.

The press release that is copied below details the Whole Kids Foundation grant program and our recognition. As we work to build the foundation for our <insert: school/youth organization's> garden, we would be happy to schedule a visit for you and your [photographer or camera crew] so you can witness first hand the excitement from our students. We could also provide photos of students in their garden as they learn.

I look forward to coordinating a story with you. The more awareness we can generate about our community's school garden, the more successful we will be at helping children and families learn and enjoy healthy eating through growing and eating fresh vegetables and fruits!

Thank you,

<Insert Your Name and Contact Details>

<Insert copy of press release in the body of email>

News Release

Media Contact:

(YOUR NAME, EMAIL, PHONE NUMBER)



(SCHOOL/ORGANIZATION) Receives Funding for Campus Garden from Whole Kids Foundation

*School gardens shown to directly impact children's vegetable consumption,
establishing healthy food choices for a lifetime*

City, State (Month XX, Year) — (SCHOOL/ORGANIZATION) announced today that it has been awarded a \$3,000 grant from Whole Kids Foundation to (BUILD/EXPAND) an edible education garden on its campus. Whole Kids Foundation's Garden Grant Program helps schools and organizations in the US, Canada and the UK connect students to real food through edible learning gardens aimed at improving children's nutrition and wellness.

(SCHOOL/ORGANIZATION) will use the grant (INSERT BRIEF DETAILS ON SCHOOL/ORGANIZATION'S PLANS FOR THE GRANT to Include: How long your garden has been established OR a milestones such as groundbreaking if it's a new garden; How are children engaged in the garden? And/or are there opportunities for the community to get involved).

Whole Kids Foundation has awarded funding for over 5,900 edible education gardens, investing more than \$12.3 million in Garden Grants, and benefiting 7.9 million students across all Whole Kids Foundation programs since 2011.

"We believe in the power of a garden as a learning space," said Nona Evans, president and executive director of Whole Kids Foundation. "Every garden grant creates an opportunity for kids to learn more about where their food comes from, gain a deeper understanding of the connection between what we eat and how we feel, and put all of that learning into action as they make daily choices for meals and snacks."

Gardens are becoming an increasingly common educational tool and for good reason: school gardens are shown to improve children's behavior and performance at school and improve their attitudes about and appreciation for the environment. Additionally, only two percent of children eat enough fresh vegetables and fruits, but children who have a hand in growing food are more likely to eat vegetables and fruits, and to be more knowledgeable about nutrition.

(INSERT QUOTE FROM SCHOOL/ORGANIZATION)

Established by Whole Foods Market in 2011, the company covers Whole Kids Foundation's operational costs, allowing 100 percent of every dollar donated to directly support schools, including the Garden Grant Program.

For more information on Whole Kids Foundation Garden Grants and how to apply, visit wholekidsfoundation.org. Additionally, those interested can also sign up for the Whole Kids Foundation newsletter to get up-to-date information on all of the foundation's initiatives.

About Whole Kids Foundation®

Whole Kids Foundation supports schools and inspires families to improve children's nutrition and wellness. Founded by Whole Foods Market in 2011, the independent, nonprofit organization is based in Austin, Texas and serves schools and organizations in the US, Canada and the UK. For more information on the Foundation's school programs including school gardens, salad bars, beehives and nutrition education for teachers, visit wholekidsfoundation.org.

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