

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. Visit wholekidsfoundation.org/brand to download our logo and guidelines.

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 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 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 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

*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, a project of Whole Foods Market Foundation, (If your grant was funded in partnership with Amazon Fresh, please edit to "a \$3,000 grant from Whole Kids, a project of Whole Foods Market Foundation, in partnership with Amazon Fresh,") to (BUILD/EXPAND) an edible education garden on its campus. Whole Kids'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 has awarded funding for over 8,500 edible education gardens, investing more than \$18.5 million in Garden Grants, and benefiting more than 11 million students across all Whole Kids programs since 2011.

"We believe in the power of a garden as a learning space," said Carol Medeiros, Executive Director of Whole Foods Market 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, the CDC found that half of children in the United States do not consume a single vegetable throughout the day. However, we know that children who have a hand in growing food are more likely to eat and be more knowledgeable about vegetables and fruits.

(INSERT QUOTE FROM SCHOOL/ORGANIZATION)

Established by Whole Foods Market in 2011, the company covers Whole Kids'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 Garden Grants and how to apply, visit wholekidsfoundation.org. Additionally, those interested can also sign up for the Whole Kids newsletter to get up-to-date information on all of the foundation's initiatives.

About Whole Kids

Founded in 2011 by Whole Foods Market, Whole Kids is dedicated to improving children's health and wellness through their nutrition. Whole Kids is a project of Whole Foods Market Foundation, a registered 501(c)(3) non-profit organization. For more information on the project's school programs including school gardens, salad bars, beehives and nutrition education for teachers, visit wholekidsfoundation.org.

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