APPENDIX F6:

CalFresh Press Release Tips

FOR IMMEDIATE RELEASE

Contact Information – List name, telephone number and email address of your media spokesperson. It is important to list a cell phone number since reporters often work on deadlines and may not be available until after office hours.

CONTACT:
Jane Doe
Organization Name
(xxx) xxx-xxxx Phone
(xxx) xxx-xxxx Cell
E-mail address

Headline – Skip two lines after your contact info and use a boldface type.

Dateline – The city and date that your press release is issued from/on.

FOOD DAY HIGHLIGHTS HUNGER IN CALIFORNIA
Millions More Californians Could Use CalFresh Benefits to "Eat Real"

Subhead – Fleshes out the headline to further interest reader.

SACRAMENTO, October 22, 2012 – This Wednesday is Food Day, a day to highlight the movement for healthy, affordable and sustainable food. The *Network for a Healthy California* and CalFresh (formerly the food stamp program) will observe Food Day by addressing the millions of Californians who have limited access to food due to lack of money and other resources by promoting enrollment in CalFresh as a way for low-income families to "eat real" and keep hunger at bay.

Lead – First paragraph is used to grab the reader's attention. Should answer the five W's (who, what, when, where, why).

Americans from all walks of life will come together to talk about health, nutrition and hunger at events across the country and throughout the state. "Food Day is a great time to let Californians know that they may be missing out on receiving benefits that could give their family purchasing power to buy more healthy foods," said CalFresh Program Manager, XX.

Quote – Be sure to include at least one quote from a reputable source.

CalFresh is an important part of the solution to our state's hunger crisis and a necessary safety net for low-income Californians struggling during tough times. A recent UCLA study showed that CalFresh benefits stabilized individuals and families struggling against hunger by providing access to nutritious and affordable food during a time when the number of low-income adults in California who could not afford enough food increased.

Body – The main body of your press release is where your message should fully develop.

Though CalFresh gives millions of low-income Californians access to more healthy and affordable foods, there are still millions more who qualify but are not enrolled. It is estimated there are 3.5 million income-eligible Californians who qualify for CalFresh but are not enrolled

In addition to helping individuals and families, CalFresh benefits local economies by returning $1.79 for every $1 of additional CalFresh money delivered to California. It is estimated that if everyone who is eligible for CalFresh participated in the program, approximately $2.8 billion would come back to California.

By making better choices about what goes in their grocery carts and on their tables, Californians can reduce their risk of obesity and other serious health problems like type 2 diabetes, heart disease, stroke and certain types of cancer.

For information about CalFresh visit www.calfresh.ca.gov

Closing Paragraph – Provides a way for the reader to obtain more information. Often a press release ends with a **Boiler Plate**, which provides background information about the company and/or project issuing the release.

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Closing Symbol – Lets the reader know the press release is finished. Should be centered one to two lines after the last sentence.