

## Soft Drinks and School-Age Children

# Sample Press Release

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Send a press release to the media before a meeting where the school board is scheduled to vote on an exclusive pouring rights contract. Use this sample and adapt it to your school system.

### Use official letterhead

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#### Press Release

For Wednesday, October 23, 2002

#### Parents, Teachers, Health Advocates Fight to Take the Fizz Out of the Ashland County School District's Soft Drink Contract

- WHAT:** Ashland County Schools won't be selling its students' minds and taste buds to the highest bidder if a coalition of parents, teachers and health professionals has its way tonight. At the Ashland County School District's board meeting, concerned parents and community leaders will make their case against a controversial exclusive pouring rights contract that they feel has not been publicly discussed, but covertly promoted without any concern for children's health.
- WHY:** American children are facing record overweight levels as food manufacturers push their less healthy products in an ever more aggressive manner on school campuses. While the allure of extra dollars may be attractive, the growing prevalence of childhood overweight and poor nutrition leading to diabetes, heart diseases and lower test scores make it critical that school boards place a higher premium on health than they do on dollars.
- WHEN:** Wednesday, October 23, 2002, 6:30 p.m.
- WHERE:** 520 Capitol Mall, 1<sup>st</sup> Floor, Boardroom, Sandler, NC.
- WHO:** Parents and Advocates for Healthy Schools - an ad-hoc coalition of parents, teachers and health professionals working together to make the health of students a higher priority in schools than the income raised from selling soft drinks to students.
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