

FOR IMMEDIATE RELEASE

(Insert Date Here)

CONTACT: (Insert Name)

PHONE: (Insert Number Here)

(YOUR ORGANIZATION NAME HERE) Celebrates National 5 A Day Month

City Name, State-Get Healthy America! is the rallying cry for this year's National 5 A Day Month in September.

_____ (organization/store name) is promoting fruit and vegetable intake to help fight the alarming increase in overweight/obesity in adults and children, and lower the risk of diseases like cancer, diabetes and heart disease. Plans for _____ (mention specific events or promotions, etc.), to be held _____ (date & location of event), are underway as _____ (organization/store name) joins others across the nation this September in encouraging consumers to get their 5 to 9 servings of fruits and vegetables every day.

Eating 5 to 9 colorful fruits and vegetables every day is an easy way to start people on their way to better health.

Research indicates that fruit and vegetable intake of 5 or more servings reduces the risk for cancer, heart disease, diabetes and other chronic diseases. Nationwide, 76% of Americans are not eating the recommended 5 or more servings of fruits and vegetables per day (National Centers for Chronic Disease Prevention & Health Promotion-Risk Factor Surveillance System, 2000 data). Compare data on the number of people in the organization's state that eat 5 or more servings daily. Data is available at: www.cdc.gov/brfss/. "State of the Plate" in America research conducted in 2002 by Produce for Better Health Foundation indicates that the number has increased, now showing that 80% of Americans are not eating the minimum number of five servings per day. On average, Americans consume approximately 3.6 servings per day.

Insert quote from your organization's leader or local dietitian.

全国ファイブアデイ月間に向けたPBHによる活動は、彼等のウェブサイトwww.5aday.orgで、その詳細が解説されている。