

"Food for Thought: School Heroes" Success Stories

CSNA's "Food for Thought: School Heroes" campaign will profile different success stories from Northern, Central and Southern California that demonstrate how CSNA is helping to grow healthy kids. Echo Communications will interview innovative school nutrition directors who are reinventing and reimagining what national school meal programs can be! Topics may include: going green in schools, from composting to locally grown zucchini; farm to school, how locally grown ingredients and locally grown commodities make for healthy menu choices; spotlight on school gardens; the NEW school lunch—how a district worked with students to revamp menu offerings. The topics are endless!

As these stories are collected, specific and directed pitches/releases will be sent to media outlets and other interested parties in order to educate the public about the good things happening in California's school nutrition programs.

Do you have a school nutrition success story you'd like to share? Please email Ginny Hair or Adrienne Martin at ginnyh@echopr.com or adriennem@echopr.com with a few of the details and we'll be in touch. To speak with us, please call at 510.654.5400. If you'd like more information on Echo Communications, please check us out at www.echopr.com. We look forward to working with all of you and are very pleased to be representing CSNA and each of you!

To view our first press release, go to www.calsna.org/Documents/SchoolHeroes1.pdf