**PRESS RELEASE**

**For Immediate Release** Contact:

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**Pennsylvania Youth to Celebrate One of Nature’s Fast Foods**

***October X, 202X is Apple Crunch Day***

[INSERT CITY, PA.] (October XX, 202X) – On [DAY OF WEEK], October [XX, 202X] [INSERT SCHOOL/ORGANIZATION NAME] will celebrate one of nature’s fast foods – apples – by hosting an Apple Crunch event for students [and families, if applicable].

Celebrated annually during National Apple Month, Apple Crunch teaches youth to make the apple and other fruits and vegetables a regular part of a nutritious diet, with an emphasis on snacking.

In celebration of Apple Crunch 202X, [INSERT SCHOOL/ORGANIZATION NAME]will [INSERT LOCATION AND DETAILS OF EVENT].

Over the past ten years, Apple Crunch has been very successful in Pennsylvania where schools, community youth organizations, local grocery stores and the apple industry have collectively promoted apples and apple products as a healthy snack. Hundreds of thousands of students, teachers, food service personnel, administrators and local businesses have participated in Apple Crunch celebrations.

“Children spend eight hours a day in school, and they also eat one or two meals here,” explains [INSERT CONTACT NAME], [INSERT TITLE} of [INSERT SCHOOL/ORGANIZATION NAME]. “We have the opportunity to impact a child’s attitudes, behaviors, and habits when it comes to making healthy eating decisions.”

Apple Crunch is a program of Penn State PRO Wellness and is supported by The GIANT Company. For more information about this and other school wellness-related programs and events, visit med.psu.edu/PROwellness.

[INSERT SCHOOL BOILERPLATE]

**About Penn State PRO Wellness**

Penn State PRO Wellness is committed to educating and inspiring youth and their families to eat well, engage in regular physical activity and become champions for bringing healthy choices to life. Our approach of Prevention, Research and Outreach provides schools, communities and like-minded organizations with educational programs, collaborative partnerships and access to proven wellness interventions. For more information, visit [www.med.psu.edu/PROwellness](http://www.med.psu.edu/PROwellness).

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