**RIDE – Child Nutrition Programs**

**Summer Food Service Program**

**FY 2021 Media Release for Area Eligible Sites**

*For Use by SFSP Sponsors*

**Instructions:**

* SFSP Sponsors must issue a news release announcing the availability of free summer meals in the community in which they serve.
  + Complete the Media Release Tracking Sheet (below).
  + During the initial application process, submit to RIDE the completed Tracking Sheet and a copy of the news media release on your Sponsor stationary.
* Submit the news release to the local media for possible public announcement.
* If the media does not provide this service free, you are not required to pay for this announcement.
* Keep a copy of the Media Release Tracking Sheet and the completed media release. This will document that the release was sent to the media outlets.

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**Complete the Media Release Tracking Sheet form below.**

Media Release Tracking Sheet

|  |
| --- |
| Name of SFSP Sponsor:  Sponsor Address: |
| **Names of Local Media Outlets that news release was (will be) sent to and date submitted:**  Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **Record name of minority/grassroots organization to which news release was sent, and date:**  Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| (Signature of Sponsor’s Representative) (Title) (Date Signed) |

**Instructions:**

The news media release (below) has been prepared for your use in order to comply with part 225.15 (e) of the USDA SFSP regulations. You may copy this statement (as applicable) for your program.

Additional information may be included; however, the release must contain the information below with the exception of the blue-highlighted paragraph regarding kick-off events, which should only be included as applicable.

Additionally, the following non-discrimination statement must be included in all communications to press outlets, however, the shortened tag line may be used for the actual printed release:

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race,

color, national origin, sex, disability, age, or reprisal or retaliation for prior civil rights activity in any program or activity conducted or funded by USDA.

Persons with disabilities who require alternative means of communication for program information (e.g. Braille, large print, audiotape, American Sign Language, etc.), should contact the Agency (State or local) where they applied for benefits. Individuals who are deaf, hard of hearing or have speech disabilities may contact USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English.

To file a program complaint of discrimination, complete the [USDA Program Discrimination Complaint Form](http://www.ocio.usda.gov/sites/default/files/docs/2012/Complain_combined_6_8_12.pdf), (AD-3027) found online at: <http://www.ascr.usda.gov/complaint_filing_cust.html>, and at any USDA office, or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by:

(1) mail: U.S. Department of Agriculture

Office of the Assistant Secretary for Civil Rights

1400 Independence Avenue, SW

Washington, D.C. 20250-9410;

(2) fax: (202) 690-7442; or

(3) email: program.intake@usda.gov.

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## NEWS MEDIA RELEASE (use Sponsor Stationary)

#### SUMMER FOOD SERVICE PROGRAM ANNOUNCED

NEWS RELEASE

For Immediate Release

**Summer Food Program Feeds Kids For Free**

[Your city’s name here in all caps] – With summer right around the corner, it’s time to think about keeping children healthy while school is out. [Your organization’s name] provides free meals to children during the summer.

This summer, meals will be served at [insert location] on [insert day] at [insert times]. There are no income requirements or registration. Any child under age 18 may come to eat. For more information, contact [insert contact information here].

You can come to the [name and type of event – kick off festival, carnival, game day, picnic, etc.] to learn more about summer meals and for a day of fun with your family. [Event name] will be on [day of the week, day] from [start time] to [end time] at [location]. There is no cost to attend. More information is available at [insert phone number, web site, etc.].

Each year, the U.S. Department of Agriculture partners with local organizations like [insert your organization’s name here] to provide free meals to children when school is out for the summer. For more information about the national Summer Food Service Program, visit <http://www.fns.usda.gov/cnd/summer>. For more information on summer feeding sites near you including locations and serving times around the state, contact the United Way by dialing 211.

This institution is an equal opportunity provider.