

NEWSRELEASE

For Immediate Release

Date:
Contact:
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(Your organization's name) proudly announces a unique, new healthy eating program for adults in _(Your region)_. The program is called **FOOD STEPS**. It's unlike anything else you've ever heard of! **FOOD STEPS** is a program for everyone. It's four different programs in one. There are separate booklets for people who **don't want** to change the way they eat, people who are **thinking** about changing the way they eat, people who are **trying** to make changes to the way they eat and people who have **already made changes** to the way they eat. Each person gets the booklet that is right for them - when they decide they are ready for it. There are also separate programs for men and women.

FOOD STEPS understands the way you **want** to eat. The entire program can be completed by mail and you can go at your own pace. There are no meetings to attend, no preaching, no gimmicks and no strings attached. The booklets are easy to read and are full of great information and helpful activities. If you are interested or would like to find out more about **FOOD STEPS**, please call: _____