



A national program to increase fruit and vegetable consumption

MEDIA ADVISORY

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SAMPLE THE SPECTRUM OF THE SEASON

5 A Day encourages eating the colors of the rainbow for better health

(BETHESDA, MD)– Growing up you’ve been told to eat your greens, but what about your reds, oranges, yellows and blues? This spring, 5 A Day for Better Health encourages Americans to “Sample the Spectrum” of the colorful fruits and vegetables available this season. By putting something of every color on your plate or in your lunch bag, you are more likely to eat at least 5 servings of fruits and vegetables every day. Just think: 1 cup of dark, leafy GREENS, ½ cup of RED tomatoes, ½ cup of YELLOW peppers, 6 oz. ORANGE juice and ½ cup of BLUEberries. And you have 5 A Day! It’s quite simple when you Sample the Spectrum.

The 5 A Day spring seasonal program materials will include:

- Colorful graphic of seasonal fruits and vegetables and the nutritional qualities they provide
- Unique seasonal recipes from five different color groups with photographs
- Tips for fruits and vegetables dishes
- Media materials including a news release and background information on 5 A Day for Better Health.

To receive a 5 A Day Seasonal Packet for “Sample the Spectrum,” please check “YES” and **FAX** this form to **(202) 842-4032**. To learn more about 5 A Day and the spring seasonal program, please contact Brian Turmail or Darcy Hall at (202) 842-3600, or via email at Bturmail@hagersharp.com or Dhall@hagersharp.com.

_____ **YES, please send the 5 A Day Seasonal Media Packet to:**

Name: _____ Media Organizations: _____

Phone: _____ Fax: _____

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