

{INSERT ORGANIZATION LOGO}

FOR IMMEDIATE RELEASE

CONTACT: {Name}

{Phone}

{Email}

{Organization Name} Holds *Cooking Matters® at the Store* Tours to Help Area Families Make Healthy Food Choices on a Limited Budget

{Organization Name} teaches area shoppers how to make real changes to their food shopping habits, to benefit both their health and their wallets.

{{City, State}} {{Date}} ... On {Date}, {Organization Name} will be holding a supermarket tour to show area families how to make healthy choices at the store on a limited budget. During the tour, dubbed *Cooking Matters at the Store for Adults*, participants will get plenty of hands-on practice as they learn how to compare unit prices, purchase fruits and vegetables on a budget, compare food labels, and pick out whole grains. Tour organizer {Name} cited the growing need for families to learn how to make the best possible use of their resources when shopping for food in this difficult economy.

Share Our Strength's *Cooking Matters®*, nationally sponsored by the ConAgra Foods® Foundation and Walmart, developed *Cooking Matters at the Store for Adults* based on research showing that careful food shopping practices, such as price comparison and nutrition label use, are associated with measures of better dietary quality. The program aims to promote real changes to food shopping habits by creating a dynamic learning experience for participants.

The tour will be held at {Supermarket Name}. Advanced registration is required. For more information, please contact {Name} at {Phone}.

About {Organization Name}

{Organization Description}

About Share Our Strength's *Cooking Matters®*

Share Our Strength's *Cooking Matters®*, nationally sponsored by the ConAgra Foods® Foundation and Walmart, empowers families at risk of hunger with the skills, knowledge and confidence to prepare healthy and affordable meals. The program's hands-on courses are led by expert culinary and nutrition volunteers who teach how to select tasty and low-cost ingredients, stretch them across multiple meals,

and use healthy cooking techniques that help participants provide the best nourishment possible to their families. Since 1993, Cooking Matters has grown to serve more than 10,000 families each year across the country, helping them learn how to eat better on a budget. Today, more than 85% of Cooking Matters participants graduate, taking with them improved nutrition practices, eating habits, and food budgeting skills.

For more information about {Organization Name}, please visit {Your Web Address}.

For more information about Cooking Matters at the Store, please visit www.CookingMatters.org.

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