***Introductory Release***

***[For parks to announce to their local media about new partnership]***

***FOR IMMEDIATE RELEASE***

For more information: Date:

Name, phone

Organization name

**CITYNAME/PARKS & REC PARTNERS WITH EAT SMART IN PARKS**

CITY—The Parks and Recreation Department of CITYNAME is excited to launch a new partnership with Eat Smart in Parks, a statewide project that brings healthier food and beverages to local and municipal parks. Funded in part by the Missouri Department of Health and Senior Services, Eat Smart in Parks work with local parks and park customers to determine the tasty concession stand menu items they want to see when playing a game or being active.

“With rising obesity and overweight rates among Missourians, we know parks have been and continue to be key players in communities keeping young people and adults active and fit,” said Cindy DeBlauw, RD, LD, ESIP project manager. “But parks are also important places where people can have a snack or eat a meal before or after a game. Eat Smart in Parks works with each park to find the products and services they need to expand healthy options to these customers while balancing costs and other important business concerns.”

According to the Centers for Disease Control and Prevention, 15 percent of high school students are obese. While that number may not seem high, almost 1 in 3 Missouri youth aged 10-17-years-old are overweight or obese.

CITYNAME Parks and Recreation plans to launch the new partnership this [FALL/SPRING/ETCTIMEFRAME]. Initially, feedback from customers will be collected and taste tests are planned before new menus or products are introduced.

“We are excited to partner with Eat Smart in Parks and have been hearing from customers for a while to try some new food options,” said PARK REP, title. QUOTE FROM LOCAL PARK//why felt need to bring this to their park and/or customers

Housed out of University of Missouri Extension, Eat Smart in Parks is a project of the Missouri Council for Activity and Nutrition (MOCAN), and brings together partners from Missouri State Parks, Missouri Park and Recreation Association (MPRA) to increase the healthy food options available to park patrons and visitors. Since its inception in 2011, Eat Smart in Parks has been working in all corners of the state from Kansas City to metro St. Louis, Poplar Bluff and St. Joseph.

For more information, please contact XNAME.

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Boilerplate