



Healthy for Life[®]

MEDIA TOOLKIT

We are proud to be working together to help improve the health of all Americans. **Healthy for Life[®]** is a registered trademark of Aramark.





Getting started

Now that you've committed to bringing **Healthy for Life®** to your community, we want to help you spread the word about your good work in inspiring others who want to learn about healthy food and lifestyle choices.

This toolkit will help you plan promotional efforts that will help you recruit participants to your educational experiences and tell a larger audience about your successes. It offers advice for reaching out to:

- Local newspapers, TV and radio stations
- Faith-based, nonprofit, hospital or community organizations
- Facebook, Twitter and Instagram

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Promotion Timeline & Checklist

Carefully timed promotions can make all the difference in drawing participants to the educational experiences. Follow this checklist to help reach as many people as possible.

PRE LAUNCH CHECKLIST

4 WEEKS BEFORE LAUNCH (30+ DAYS OUT)

- Create a Facebook Event as soon as there's a date. Include the registration, link and educational experience description.
- Post weekly on Facebook, Instagram and Twitter using the hashtag and invite other well-connected people (sometimes called influencers) to share the information as well.
- Reach out to local news media, including TV and radio, for potential morning-show interviews.
- Submit a calendar listing to the community calendar of local newspapers and websites.
- Draft a news release and media alert for distribution to local news desks.

3 WEEKS BEFORE LAUNCH

- Use social media to promote the date and push for participant registration.
- Monitor social media conversations about the event and respond and engage with sponsors and participants.
- Ask like-minded organizations to share the Facebook event.
- Identify a spokesperson who can talk about the mission of the educational experiences and details with local news media.
- Provide key messages to the selected spokesperson so they can prepare for interviews.
- Help train the spokesperson in any media skills they might need.

2 WEEKS BEFORE LAUNCH

- Distribute a press release to local news desks.
- Continue to push for registration on social media.
- Continue to engage with sponsors and participants on social media.

3 DAYS BEFORE LAUNCH

- Distribute a media alert to local TV station news desks and newspaper photo desks for potential day-of-event coverage.
- Assign a member of the team to assist any journalists who attend. Coordination would include providing key messages and securing spokesperson interviews.
- Prepare a release form for participants to sign to allow photos and video from the educational experiences to be shared on social media.



PROMOTION TIMELINE & CHECKLIST (CONTINUED)

1 DAY BEFORE LAUNCH

- Contact news desks and remind them of the launch.
- Print the press release to have on hand for any media that attend the launch.
- Remind attendees about the event through email and social media.
- Create a sign with the hashtag to encourage participants to post before and after the educational experiences.

DAY OF

- Monitor social media for any last-minute questions.
- Encourage participants to use the hashtag when sharing their photos.
- Secure photo and/or video releases from participants.
- Assist any journalists on site with interviews or in gathering footage.
- Remind attendees that this may be the first in a series of educational experiences, if applicable, to your location. Many organizations will be hosting four or more experiences.
- Submit photos with captions or a follow-up news release to media outlets who do not attend.
- Acknowledge Aramark and the American Heart Association for developing the **Healthy for Life®** educational resources.
- Thank local sponsors and participants on social media for attending.

POST LAUNCH CHECKLIST

DAY AFTER THE LAUNCH

- Submit photos with captions or a follow-up news release to media outlets who did not attend.
- Share photos from the event in a Facebook photo album and link to this album from other social media platforms such as Twitter or Instagram.
- Send email thank-you notes to any journalists who covered the educational experiences.
- Engage with any participants who used the hashtag on social media.
- Scan photo releases and save the file to your computer to prevent loss.

TWO WEEKS AFTER THE LAUNCH

- Create a summary report of social media and local media efforts to share with volunteers and the hosting organization and send it to the American Heart Association at healthyforlife@heart.org.



MEDIA RELATIONS TIPS

- **Write clear releases and alerts:** What you say in news releases and media alerts will be crucial to securing coverage. They should answer the questions of who, what, why, when, where and how. A news release might be published without any further reporting. A media alert invites journalists to attend an event.
- **Identifying media contacts:** Visit the websites of your local newspapers and TV and radio stations and look for buttons like “Contact us” or “Submit news.” Some will have an online news submission form, and some will provide email addresses. Look for email addresses for news directors or the general news inboxes. If possible, send individual emails and address them to the person or media outlet.
- **How to deliver your information to media:** Newsrooms generally prefer to receive information by email. It’s appropriate but not necessary to include a personal note thanking them for considering covering your news. Always include the news release in the body of an email and not as an attachment.
- **Submitting a letter to the editor:** A letter to the editor is a relatively easy way to get your information to the public after an event and thank individuals or organizations who helped do something valuable for your community. Nearly every media outlet provides guidelines on the length of a letter, how to submit and what information about the author is required for publishing. Visit the website of your local newspaper and look for the section titled “Opinion.” Successful letters are short, to the point and written in easy-to-follow language.
- **Booking studio interviews:** Many local radio shows and TV newscasts offer in-studio interviews for community members to promote events. Contact the local station and ask for the email address and name of the producer who books the community segments for their morning or noon shows. Share a few sentences about the educational experiences and explain who the spokesperson is. Provide recommended questions – the interviewer often will use them.
- **If no news media show up to your event:** With shrinking newsrooms, it is hard for reporters to cover all community events. Do not get discouraged if journalists do not show up. You can still encourage coverage by providing ready-to-publish information. Pull together pictures from the educational experiences and pair them with captions identifying the names and titles of the people, written from left to right as shown in the photo. Provide a recap and quotes from multiple perspectives, such as from the event organizer and a participant. Good places to send this type of follow-up to would be community newspapers, the photo desk of a local newspaper and the web editor at a local TV station.



KEY MESSAGES

Provide key messages to everyone who might be talking to reporters or others about your educational program. This will help provide consistency and ensure the important messages are delivered. Some examples:

- Poor diet is a leading risk factor for morbidity and mortality in the United States and contributes to one in five deaths globally¹.
- We believe that improving nutrition is something we need to work on at the individual and community levels.
- We are hosting this [class/series] because we care deeply about helping families in our community learn skills such as preparing healthy and affordable meals that will help them have longer, stronger lives to do the things they love with the people they love.
- We are grateful to the American Heart Association and Aramark for providing the science-based educational resources for this experience [add any other support received from Healthy for Life].
- The **Healthy for Life**[®] evidence-based nutrition education experiences are supported by American Heart Association science and developed by food and nutrition experts. It's information we can trust presented in a way that will help people change their eating habits and be healthier.
- [Add key messages specific to your organization's mission]
- [Add key messages with details about the educational experiences]
- [Add a call to action telling people how they can participate or get involved]





NEWS RELEASE TEMPLATE

How to use: Tailor this to your educational events and distribute it via individual emails or online submission forms to local media outlets two weeks in advance.

[City or county] families to get hands-on lesson in healthy cooking

[Hosting Organization] will host [class/series] using evidence-based nutrition education experiences developed by the American Heart Association in collaboration with Aramark to improve community health through better nutrition.

FOR IMMEDIATE RELEASE

[CITY], [DATE] 2019 — [City or County] families will learn how to cook low-cost, heart-healthy meals at home thanks to a [class/series] hosted by [hosting organization] at [time], [date], [place].

Classes will include live cooking demonstrations and tasty recipes participants can easily and affordably make at home. [Registration details such as pre-registration required by x date, limited to the first x people, etc.] For more information or to register, contact [Name] at [(XXX) XXX-XXXX] or [email].

Poor diet is a leading risk factor for morbidity and mortality in the United States and contributes to one in five deaths globally.¹ In [State], [XX] percent of adults meet the daily fruit recommendation and [XX] percent of adults meet the daily vegetable recommendation² and with more two-income households, longer commute times and busier schedules, cooking meals at home has become especially challenging.

“Nutritious home-cooked meals don’t need to feel overwhelming. A few basic shopping and cooking skills can transform the way your family eats at home,” said [local spokesperson name], [local spokesperson title].

“Participants in our class will walk away with confidence and new skills that will help their entire family grocery shop smarter, eat better and be healthier.”

[Name of class/series/] science-based educational experiences are courtesy of the American Heart Association and Aramark’s **Healthy for Life**[®] program, which helps improve the health of all Americans through nutrition outreach and education.

###

About [Insert hosting organization]

[Including a few sentences about the hosting organization, add website and phone number if appropriate.]

About **Healthy for Life[®]**

In 2015 the American Heart Association, the leading voluntary health organization devoted to a world of longer, healthier lives, and Aramark, the largest U.S. based food service company, launched **Healthy for Life**[®] to improve the health of all Americans through better nutrition and lifestyle habits. The community engagement component offers nutrition education resources free to facilitators around the country. The turn-key educational experiences emphasize easy methods to prepare healthy and affordable meals. Learn more at www.heart.org/healthyforlife.

For Media Inquiries:

[Contact]: [(XXX) XXX-XXXX]; [email address]



¹Global Burden of Disease Study. DOI: [https://doi.org/10.1016/S0140-6736\(19\)30041-8](https://doi.org/10.1016/S0140-6736(19)30041-8)

² <https://www.cdc.gov/nutrition/data-statistics/state-action-guides.html>



MEDIA ADVISORY TEMPLATE

Replace the highlighted text to tailor this media advisory to your educational experiences then distribute it via individual emails or online submission forms to local media (see media relations tips). Send it about one week before the launch and then follow up by email or by phone the day before.

FOR IMMEDIATE RELEASE

[Insert city or county] families to get hands-on lesson in healthy cooking

[Insert Hosting Organization] will host [insert class/series information] using an evidence-based nutrition educational experiences developed by the American Heart Association in collaboration with Aramark to improve community health through better nutrition.

WHAT: Insert specific information about your event:

- What is the key topic?
- Who is attending?
- What are some visuals or sounds at the event that could help a reporter tell an interesting story?

WHY: Poor diet is a leading risk factor for morbidity and mortality in the United States and contributes to one in five deaths globally, according to the Global Burden of Disease Study. **[Insert details about how/why the Healthy for Life educational experiences came to your region].**

WHEN: **[Insert Date]**
[Insert Time]
(Call out specific times within the event of interest to media such as demonstrations, special guests or interview availability times. Sometimes media won't be able to attend an entire event)

WHERE: **[Address]**
(Include any specific instructions for media to find the event or gain access to the location)

AVAILABLE FOR INTERVIEW: **[Insert names and titles of people open to interviews]**

About [Insert hosting organization]

Include a few sentences about the hosting organization

About Healthy for Life®

In 2015 the American Heart Association, the leading voluntary health organization devoted to a world of longer, healthier lives, and Aramark, the largest U.S. based food service company, launched **Healthy for Life®** to improve the health of all Americans through better nutrition and lifestyle habits. The community engagement component offers nutrition education resources free to facilitators around the country. The turn-key educational experiences emphasize easy methods to prepare healthy and affordable meals. Learn more at www.heart.org/healthyforlife.

Media Contact:

Contact Name:

Title/Organization:

Email:

Office Phone, Cell Phone:

###



NEWSLETTER/BULLETIN COPY

ABOUT 50 WORDS

Free class to teach affordable healthy eating

[Organization] invites you to a free, hands-on class at [Time] on [Date] at [location including address] where you'll learn new skills to help your entire family eat better to be healthier.

Educational experiences provided by the American Heart Association and Aramark. To register [insert registration details like website, phone number, deadline].

ABOUT 85 WORDS

Do you make most of the food decisions?

If you make most of the meal-time decisions for your family this is for you! [Event name] is a free, hands-on class at [Time] on [Date] at [Location including address] [Organization] where you'll learn new skills to help your entire family grocery shop smarter, eat better and be healthier. Instructors will use educational experiences developed by health and nutrition experts at the American Heart Association and Aramark as part of **Healthy for Life**[®]. To register [insert registration details like website, phone number, deadline].

ABOUT 100 WORDS

Want to eat better on a budget and learn more about nutrition?

Many people want to eat better but don't know how or think it's out-of-reach for their income or time. [Organization] wants to help people learn new skills that will help their entire family eat more nutritious meals and be healthier. The free, hands-on class will be at [Time] on [Date] at [location including address]. Instructors will use educational experiences developed by health and nutrition experts at the American Heart Association as part of its **Healthy for Life**[®] collaboration with Aramark. Get useful skills you can use right away to eat better! To register [insert registration details like website, phone number, deadline].





PLANTILLA PARA PUBLICACIÓN NUEVA

Cómo usarla Adáptela a sus eventos educativos y distribúyala a los medios locales a través de correos electrónicos individuales o formularios en línea con dos semanas de anticipación.

Las familias de [ciudad o país] en clases prácticas de cocina saludable

[Organización anfitriona] estará organizando [clase/serie] usando experiencias educativas sobre nutrición que se basan en evidencia y están desarrolladas por la American Heart Association en colaboración con Aramark para mejorar la salud de la comunidad por medio de una mejor nutrición

PARA PUBLICACIÓN INMEDIATA

[CIUDAD], [FECHA] 2019 — Las familias de [ciudad o país] aprenderán cómo cocinar en casa comidas de bajo costo y sanas para el corazón gracias a una [clase/serie] organizada por [organización anfitriona] el [fecha], [hora], en [lugar].

Las clases incluirán demostraciones de cocina en vivo y recetas deliciosas que los participantes podrán hacer en casa fácil y asequiblemente. [Detalles de registro como fecha de preregistro antes de x, limitado a las primeras x personas, etc.] Para más información o para registrarse, contacte a [nombre] al [(XXX) XXX-XXXX] o envíe un correo a [correo electrónico].

Una mala dieta es un factor de riesgo importante para la morbilidad y mortalidad en los Estados Unidos y contribuye a una de cada cinco muertes a nivel global.⁴ Preparar comidas caseras tradicionales es un reto cada vez más grande, ya que ahora las familias de doble ingreso trabajan más horas y el tiempo de transporte es mayor.

Más de uno de cada tres adultos estadounidenses (36%) come comida rápida en un día determinado, de acuerdo con un estudio publicado por los Centros para el Control y la Prevención de Enfermedades en 2018.⁵ Las comidas en restaurantes generalmente cuestan más y contienen más grasas saturadas, grasas trans, colesterol, sodio, azúcares añadidos y calorías, así como menos frutas, verduras y granos integrales que las comidas caseras.

“Las comidas caseras tienden a ser más nutritivas que las de los restaurantes, pero muchas familias carecen de las habilidades fundamentales para comprar y preparar alimentos caseros sanos”, dijo [nombre de vocero local], [puesto del vocero local]. “Los participantes saldrán de nuestra clase con nuevas habilidades que les ayudarán a toda la familia a comprar de manera más adecuada, comer mejor y estar más saludable”.

Las experiencias educativas [Nombre de la clase/serie/] que tienen base científica son cortesía de la American Heart Association y el programa **Healthy for Life**[®] de Aramark, el cual ayuda a mejorar la salud de todos los estadounidenses por medio de divulgación y educación nutricional.

###

Acerca de [organización anfitriona]

[Incluya un par de oraciones sobre la organización, su página web y número telefónico si lo considera apropiado.]

Acerca de **Healthy for Life**[®]

En 2015, la American Heart Association, la principal organización voluntaria de salud dedicada a fomentar un mundo de vidas más largas y saludables, y Aramark, la empresa de servicios de alimentos más grande con sede en Estados Unidos, lanzaron **Healthy for Life**[®] para mejorar la salud de todos los estadounidenses a través de mejores hábitos de nutrición y estilo de vida. El componente de participación comunitaria ofrece recursos educativos sobre nutrición de manera gratuita a facilitadores alrededor del país. Las experiencias educativas enfatizan métodos fáciles para preparar comidas sanas y asequibles. Aprenda más del tema en www.heart.org/healthyforlife.

Para solicitudes de los medios:

[Contacto]: [(XXX) XXX-XXXX]; [correo electrónico]

⁴Global Burden of Disease Study. DOI: [https://doi.org/10.1016/S0140-6736\(19\)30041-8](https://doi.org/10.1016/S0140-6736(19)30041-8)

⁵Fast Food Consumption Among Adults in the United States, 2013–2016. <https://www.cdc.gov/nchs/products/databriefs/db322.htm>



PLANTILLA PARA MEDIOS DE COMUNICACIÓN

Reemplace el texto resaltado y en cursiva para adaptar este aviso a sus experiencias educativas y luego distribúyalo a los medios locales a través de correos electrónicos individuales o formularios en línea (consulte los consejos sobre relaciones con los medios). Envíelo alrededor de una semana antes del lanzamiento y dé seguimiento por correo electrónico o teléfono un día antes.

PLANTILLA PARA MEDIOS DE COMUNICACIÓN

Las familias de **[ciudad o país]** en clases prácticas de cocina saludable

[Organización anfitriona] estará organizando **[ingrese información de la clase/serie]** usando experiencias educativas sobre nutrición que se basan en evidencia y están desarrolladas por la American Heart Association en colaboración con Aramark para mejorar la salud de la comunidad por medio de una mejor nutrición..

QUÉ: **Ingrese la información específica de su evento:**

- ¿Cuál es el tema principal?
- ¿Quién va a asistir?
- ¿Cuáles son los aspectos visuales o de sonido del evento que los reporteros podrían usar para contar una historia interesante?

POR QUÉ: Una mala dieta es un factor de riesgo importante para la morbilidad y mortalidad en los Estados Unidos y contribuye a una de cada cinco muertes a nivel global, de acuerdo con el estudio Global Burden of Disease Study. **[Ingrese los detalles de cómo/por qué las experiencias educativas de Healthy for Life llegaron a su región].**

DÓNDE: **[Inserte fecha]**
[Inserte hora]
(Informe sobre horarios específicos dentro del evento que pudieran ser de interés para los medios de comunicación como de demostraciones, invitados especiales u horarios disponibles para entrevistas. A veces los medios no podrán asistir al evento completo)

DÓNDE: **[Dirección]**
(Incluya cualquier instrucción específica para que los medios encuentren el lugar o tengan acceso a él)

DISPONIBLE AVAILABLE PARA ENTREVISTAS: **[Inserte los nombres y puestos de las personas abiertas a entrevistas]**

Acerca de [organización anfitriona]
Incluya un par de oraciones sobre la organización

Acerca de Healthy for Life®
En 2015, la American Heart Association, la principal organización voluntaria de salud dedicada a fomentar un mundo de vidas más largas y saludables, y Aramark, la empresa de servicios de alimentos más grande con sede en Estados Unidos, lanzaron **Healthy for Life®** para mejorar la salud de todos los estadounidenses a través de mejores hábitos de nutrición y estilo de vida. El componente de participación comunitaria ofrece recursos educativos sobre nutrición de manera gratuita a facilitadores alrededor del país. Las experiencias educativas enfatizan métodos fáciles para preparar comidas sanas y asequibles. Aprenda más del tema en www.heart.org/healthyforlife.

Contacto para medios:

Nombre de contacto:

Puesto/Organización:

Correo electrónico:

Teléfono de oficina, celular:

###

SOCIAL MEDIA GUIDE

ABOUT 50 WORDS

How to use: Social media is powerful in its numbers, influential in its reach and a great way to let people know about your work. Below are some sample posts to promote your educational experiences and share the success.

BEST PRACTICES:

- Start the social media promotion early. The sooner you start posting, the larger your audience will be.
- Post information on multiple platforms, such as Twitter, Facebook and Instagram.
- Post information frequently. The life of a social media post is brief. Once a day is optimal, with a maximum of two posts per day.
- Include the hashtag in each post. A hashtag can help enhance the buzz about your event and increase participation: For 2021: #HealthyforLife2021
- Tag the educational experience developers the American Heart Association and Aramark so they can see the great work happening in your community.
- Show the mission in action by using photos and images that go “behind the scenes” with bold, beautiful, creative, artistic, whimsical and transporting images.
- Reply to comments and questions posted in response to your promotion posts.

HEALTHY FOR LIFE SOCIAL MEDIA HANDLES:



Twitter:

AHA- @American_Heart
Aramark- @Aramark



Facebook:

AHA: @American_Heart
Aramark- @Aramark



Instagram:

AHA: @American_Heart
Aramark- @Aramark



SOCIAL MEDIA GUIDE (CONTINUED)

SAMPLE PRE-EVENT POSTS:

- [\[Community name\]](#) is getting [#HealthyforLife20](#) with an educational experience designed to give you the cooking skills you need to bring healthier meals to your home. Join [@American_Heart](#) and [@Aramark](#) at [\[insert location\]](#)[\[insert link or details\]](#)
- Be a fearlessly smart grocery shopper by selecting foods that are budget-friendly and perfect healthy cooking. Sounds like something you are interested in? Register here: [\[insert link or details\]](#) [#HealthyforLife20](#)
- Want to be well, eat well and shop well to be a healthier you? [@American_Heart](#) and [@Aramark](#) want to help! Join us and become [#HealthyforLife20](#), [\[insert link or details\]](#)
- Join us for [#HealthyforLife20](#) as we help change your food and health attitudes and behaviors, with new cooking skills and habits from [@American_Heart](#) and [@Aramark](#). [\[insert link or details\]](#)
- Let's cultivate a community that is [#HealthyforLife20](#). Our community workshops are helping to make it easier than ever to develop healthy eating patterns. [\[insert link or details\]](#) [@American_Heart](#) [@Aramark](#)
- Want to live a healthier life? Put that wish into action and join us for a healthy cooking educational experience at [\[insert location\]](#) on [\[insert date\]](#). Power your mind and body with tips and tricks from [@American_Heart](#) and [@Aramark](#). [#HealthyforLife20](#)
- A healthier you doesn't start tomorrow, it starts today! Make the commitment to eat healthier by signing up for our free educational experiences [\[insert link or details\]](#). [#HealthyforLife20](#) [@American_Heart](#) and [@Aramark](#)

SAMPLE POST-EVENT POSTS:

- Thank you to everyone who came out to learn how to be a healthier you. Powering your wellness in mind and body with healthy foods is important to your health. [#HealthyforLife20](#) [@American_Heart](#) and [@Aramark](#)
- We appreciate the support of [@American_Heart](#) and [@Aramark](#) in helping [\[insert city name\]](#) to be a healthier community with [#HealthyforLife20](#)
- Remember that a healthy lifestyle is built one day at a time. Congratulations to everyone who participated in [@American_Heart](#) and [@Aramark](#)'s [#HealthyforLife20](#) educational experience. You should be proud you invested the time in your health.
- If you couldn't make it to our [#HealthyforLife20](#) educational experience, you can check out online resources provided [@American_Heart](#) and [@Aramark](#) at [www.heart.org/healthyforlife](#)
- Don't miss our next [#HealthyforLife20](#) free educational experience on [\[insert date\]](#) sign up [\[insert link or details\]](#) Participants will learn tips and tricks to healthy eating from [@American_Heart](#) and [@Aramark](#)
- Check out the album of photos from our [#HealthyforLife20](#) educational experience. It was great to see how much fun was had at the event while we learned new skills to eat healthier. [\[insert link\]](#) [@American_Heart](#) and [@Aramark](#)





SOCIAL MEDIA BANNERS

1200x628




Get Healthy for Life®!

DISCOVER WHAT HEALTHY FOOD CAN DO FOR YOU.

We are proud to be working together to help improve the health of all Americans. **Healthy for Life®** is a registered trademark of Aramark.




1920x1080




Get Healthy for Life®!

DISCOVER WHAT HEALTHY FOOD CAN DO FOR YOU.

Join us in fun, hands on group experiences that will teach you how to: **Be Well, Eat Well and Shop Well.**

We are proud to be working together to help improve the health of all Americans. **Healthy for Life®** is a registered trademark of Aramark.




MEDIA DO'S & DON'TS

DO:

- Prepare! Think about the things you want to say before you are interviewed, write them down and practice saying them.
- Stay on point. Remember one or two key points you want to get across and look for opportunities to insert those messages. Repeat. Then repeat again.
- Point out what is important. Flag what you want the audience to focus on with a phrase like: "The most important thing is," "The best part is," or "What you should remember is."
- Keep it simple, concise and conversational. Picture yourself explaining something to a relative who has no background on the topic.
- For TV, bring a prop if appropriate. Use natural hand gestures. Sit comfortably and modestly. Be enthusiastic, when appropriate. The interviewer and the audience will catch your excitement, and the interview will be more fun to watch/hear.

DON'T:

- Provide inaccurate or false information.
- Get too technical. Avoid jargon and acronyms.
- Worry if you stumble on your words or lose your train of thought. Correct it and move on.
- (For TV) Look into the camera unless you're told to. Don't wiggle, rock or cross your legs. Avoid wearing busy patterns or distracting jewelry. When the interview is done, wait until you're told you are off-air since the cameras may still be on you and the microphone may still be "hot."

Remember, when you're talking to a reporter, everything is always "on the record".





SHARE YOUR STORIES

We want to hear your stories! If you know a participant, family or facilitator who has a powerful story, consider sharing it with Healthy for Life. Occasionally we have opportunities to pass them along to national news media or use them in other American Heart Association communications.

Contact:

Heather Gavras

healthyforlife@heart.org

THANKS A BUNCH!

Thank you for your commitment to teaching others how healthy food can help accomplish their goals and reach their potential every day. You are part of the relentless force needed to build longer, healthier lives.





MUESTRA DE PUBLICACIONES

MUESTRA DE PUBLICACIONES ANTES DEL EVENTO:

- [\[Nombre de la comunidad\]](#) se está volviendo **#HealthyforLife20** con una experiencia educativa diseñada para darle las habilidades culinarias que necesita para poder tener comidas más sanas en casa. Únase a [@American_Heart](#) y [@Aramark](#) en [\[lugar\]\[inserte enlace o detalles\]](#)
- Conviértase en un buen comprador al seleccionar alimentos económicos y perfeccione su cocina saludable. ¿Le suena interesante? Regístrese aquí: [\[inserte enlace o detalles\]](#) **#HealthyforLife20**
- ¿Quiere estar bien, comer bien y comprar bien para ser una mejor versión de usted mismo? [@American_Heart](#) y [@Aramark](#) quieren ayudarle. Únase y vuélvase **#HealthyforLife20**, [\[inserte enlace o detalles\]](#)
- Únase a nosotros para **#HealthyforLife20** mientras le ayudamos a cambiar sus actitudes y comportamientos de alimentación y salud con nuevos hábitos y habilidades culinarias de [@American_Heart](#) y [@Aramark](#). [\[inserte enlace o detalles\]](#)
- Tengamos una comunidad **#HealthyforLife20**. Nuestros talleres comunitarios ayudan a que desarrollar patrones de alimentación más sanos sea más fácil que nunca. [\[inserte enlace o detalles\]](#) [@American_Heart](#) [@Aramark](#)
- ¿Quiere vivir una vida más sana? Convierta ese deseo en realidad y únase a nosotros en una experiencia educativa de cocina saludable en [\[insertar ubicación\]](#) el [\[insertar fecha\]](#). Impulse su cuerpo y mente con consejos y trucos de [@American_Heart](#) y [@Aramark](#). **#HealthyforLife20**
- ¡Para ser más saludable no hay que empezar mañana, hay que empezar hoy! Comprométase a comer más sano al inscribirse en nuestras experiencias educativas gratuitas [\[inserte enlace o detalles\]](#) **#HealthyforLife20**[@American_Heart](#) y [@Aramark](#)

MUESTRA DE PUBLICACIONES DESPUÉS DEL EVENTO:

- Gracias a todos los que vinieron a aprender cómo ser una versión más sana de ustedes mismos. Potenciar su bienestar mental y corporal con alimentos saludables es importante para su salud. **#HealthyforLife20** [@American_Heart](#) y [@Aramark](#)
- Agradecemos que [@American_Heart](#) y [@Aramark](#) hayan ayudado a [\[nombre de la ciudad\]](#) a volverse una comunidad más sana con **#HealthyforLife20**
- Recuerde que un estilo de vida sano se logra paso a paso. Felicidades a todos los que participaron en la experiencia educativa **#HealthyforLife20** de [@American_Heart](#) y [@Aramark](#). Debe estar orgulloso de haberle invertido tiempo a su salud.
- Si no pudo asistir a nuestra experiencia educativa **#HealthyforLife20**, puede entrar a www.heart.org/healthyforlife y revisar los recursos en línea proporcionados por [@American_Heart](#) y [@Aramark](#)
- No se pierda nuestra próxima experiencia educativa **#HealthyforLife20** gratuita el [\[inserte fecha\]](#). Para inscribirse [\[inserte enlace o detalles\]](#). [@American_Heart](#) y [@Aramark](#) le enseñarán a los participantes consejos y trucos para comer más sano
- Revise el álbum de fotos de nuestra experiencia educativa **#HealthyforLife20**. Fue maravilloso ver cuánto nos divertimos en el evento mientras aprendíamos nuevas habilidades para comer más sano. [\[inserte enlace\]](#) [@American_Heart](#) y [@Aramark](#)



RELEASE & COPYRIGHT TRANSFER AGREEMENT

I, _____, on the _____, submit
Name Date

to the American Heart Association (AHA) the attached written story, photograph(s) and/or video recording, and if no attached materials, any photographs, and/or video recording which the AHA obtained from me by interview and/or through its photographer. Any of these provided or participated in voluntarily by me will be referred to collectively as the "Materials".

In consideration of the AHA's review of the Materials, I hereby convey to the AHA all rights, title, interest and copyright ownership to the Materials and agree as follows:

- (a) I hereby permit the AHA to use my name, likeness, image, voice, appearance and performance embodied in the Materials, in any medium or format whatsoever, including social media, for any purpose.
- (b) I hereby waive all reuse fees or such other fees that might be applicable.
- (c) I represent that I have full right and authority to disclose and convey the Materials to the AHA.
- (d) I consent to the AHA's editing, altering, copying, and exhibiting any of the Materials, and I waive any right to inspect or approve such action.
- (e) I understand that the Materials will become the property of the AHA, and the AHA will own and hold the copyright thereto.
- (f) I hereby release, discharge and agree to hold harmless the AHA from any liability or injury that may occur from the conveyances and/or permissions in this Agreement.
- (g) I affirm that I am over the age of eighteen and competent to contract in my own name and that I have read this Agreement and fully understand its content and meaning.

Signature Printed Name Date

Address: _____

In the case of a minor, the Guardian must fill out below

I hereby warrant that I am the legal guardian of the minor named above and have every right to contract for her/him in the above regard. I state further that I have read the above conveyances, permissions, representations, releases and agreement and that I consent and hereby agree on behalf of myself and the above minor to its terms.

Guardian Signature Guardian Printed Name Date

Address: _____



Acuerdo de renuncia y transferencia de derechos de autor

Yo, _____, el día _____, presento
Nombre Fecha

a la American Heart Association (AHA) la historia escrita, las fotografías o los videos adjuntos y, si no hay material adjunto, cualquier fotografía o video que la AHA haya obtenido de mi a través de una entrevista o su fotógrafo. Cualquiera de estos medios que yo haya proporcionado o en los que yo haya participado voluntariamente se denominarán de manera conjunta como los "Materiales".

En consideración de la revisión de los Materiales por parte de la AHA, le concedo a la AHA todos los derechos, títulos, intereses y la propiedad de los derechos de autor de los Materiales por este medio, y acepto lo descrito a continuación: :

- (a) Por este medio, doy permiso a la AHA para utilizar, para cualquier propósito, mi nombre, retrato, imagen, voz, apariencia e interpretación en la manera como aparecen en los Materiales, en cualquier medio o formato, incluidos los medios sociales.
- (b) Por este medio, renuncio a todas las tarifas de reutilización u otras tarifas que podrían aplicarse.
- (c) Declaro que poseo todos los derechos y la autoridad para divulgar y conceder los Materiales a la AHA.
- (d) Doy mi consentimiento a la AHA para editar, modificar, copiar y exhibir cualquiera de los Materiales, y renuncio a cualquier derecho de inspeccionar o aprobar tales acciones.
- (e) Entiendo que los Materiales se convertirán en propiedad de la AHA, y que la AHA poseerá y conservará los derechos de autor correspondientes.
- (f) Por este medio renuncio, exonero y acepto eximir a la AHA de cualquier responsabilidad o perjuicio que pueda ocurrir como consecuencia de los permisos otorgados en este acuerdo.
- (g) Declaro que soy mayor de dieciocho años, que tengo la facultad de contratar a nombre propio y que lei este acuerdo. También confirmo que comprendi plenamente su contenido y significado.

Firma Nombre en letras de imprenta Fecha

Address: _____

En el caso de un menor de edad, su tutor legal debe firmar el siguiente requisito.

Por este medio garantizo que soy el tutor legal del menor mencionado anteriormente y tengo todos los derechos para firmar un contrato en su nombre para los fines mencionados anteriormente. Además, declaro que lei acerca de las concesiones, los permisos, las representaciones, las renunciaciones y el acuerdo, y que doy mi consentimiento. Por este medio, también acepto las condiciones en representación propia y del menor de edad mencionado anteriormente.

Firma del tutor Nombre del tutor en letras de imprenta Fecha

Address: _____



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Join us in fun, hands on group experiences that will teach you how to:



BE WELL:

learn your health numbers and goals

Date/Time:



EAT WELL:

practice easy, budget friendly healthy cooking

Location:



SHOP WELL:

be a fearless, smart grocery shopper

Additional Detail:

Sign Up:

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Únase a estas experiencias grupales, divertidas y prácticas que le enseñarán a:



ESTAR BIEN:

learn your health numbers and goals

Fecha/Hora:



COMER BIEN:

practice easy, budget friendly healthy cooking

Lugar:



COMPRAR BIEN:

be a fearless, smart grocery shopper

Inscribase:

Detalles Adicionaies:

American Heart Association y Aramark están orgullosos de trabajar juntos para ayudar a mejorar la salud de todos los estadounidenses.

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Fecha/Hora:

Lugar:

Inscríbese:

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