



What is a Press Release?

Press releases present the *who*, *what*, *when*, *where* and *why* of a story and may include quotes and data reporters can use in the finished article. Check out our tips for perfect press releases and feel free to customize our sample press release to suit your needs.

Press Release Tips:

- Choose the right publications. Local papers are usually the best choice!
- Try to contact reporters who focus on food, business, or community events.
- Be timely and ask about necessary lead times. Weekly and monthly publications typically need news items several weeks in advance. Daily papers usually need at least a week.
- For inclusion in events calendars, a two to four-week lead time is often required.

Sample Press Release:

Primary Contact:
Your name
Title
Phone number
E-mail

DATE

<<STORE NAME>> Reminds <<CITY>> Residents, “*You have a Right to Know What’s in Your Food*” During 8th Annual Non-GMO Month

<<City, STATE>>—This October, <<STORE NAME>> will join 13,000 participating grocery retailers across North America in the eighth annual Non-GMO Month. Created by the Non-GMO Project, this month-long celebration spotlights shoppers’ rights to choose food and products that do not contain genetically modified organisms (GMOs).

“Our team talks to shoppers every day, and what we are hearing is that people are increasingly worried about the spread of GMOs in our food supply. With GMOs present in as much as 80% percent of conventional packaged foods, we are more committed than ever to helping our customers find safe, healthy non-GMO choices,” says <<STORE OWNER/MANAGER NAME>>. “We believe that everyone has the right to know what’s in their food, and we will be celebrating that right throughout Non-GMO Month this October.” During Non-GMO Month, <<STORE NAME>> will help shoppers identify Non-GMO Project Verified choices with special events, displays and educational materials.

The non-GMO category is one of the fastest growing sectors in grocery; with 83 percent of “healthy consumers” seeking out non-GMO products and 57 percent saying non-GMO is key to brand buying.¹ This growing awareness is sparking major change in the industry. Large brands including Dannon are sharing their decision to go non-GMO, retailers are announcing their non-GMO purchasing policies; an increasing number of large-scale, multi-location conventional retail chains getting on board, and more food service companies are inquiring about verification. To date there are more than 43,600 Non-GMO Project Verified products from more than 3,100 different brands, with annual sales of these products topping \$22.9 billion.

Ninety-two percent of shoppers in the US favor mandatory GMO labeling, and eighty-eight percent say they want GMO labels printed directly on product packaging rather than a scannable barcode.

“The right to know what we’re eating and feeding our families is so basic.” says Megan Westgate, Executive Director of the nonprofit Non-GMO Project. “North Americans deserve the same freedom to avoid experimental GMO foods as people in other countries.”

The Non-GMO Project is a nonprofit organization committed to preserving and building the non-GMO food supply, educating consumers and providing verified non-GMO choices. They believe that everyone deserves an informed choice about whether to consume genetically modified organisms.