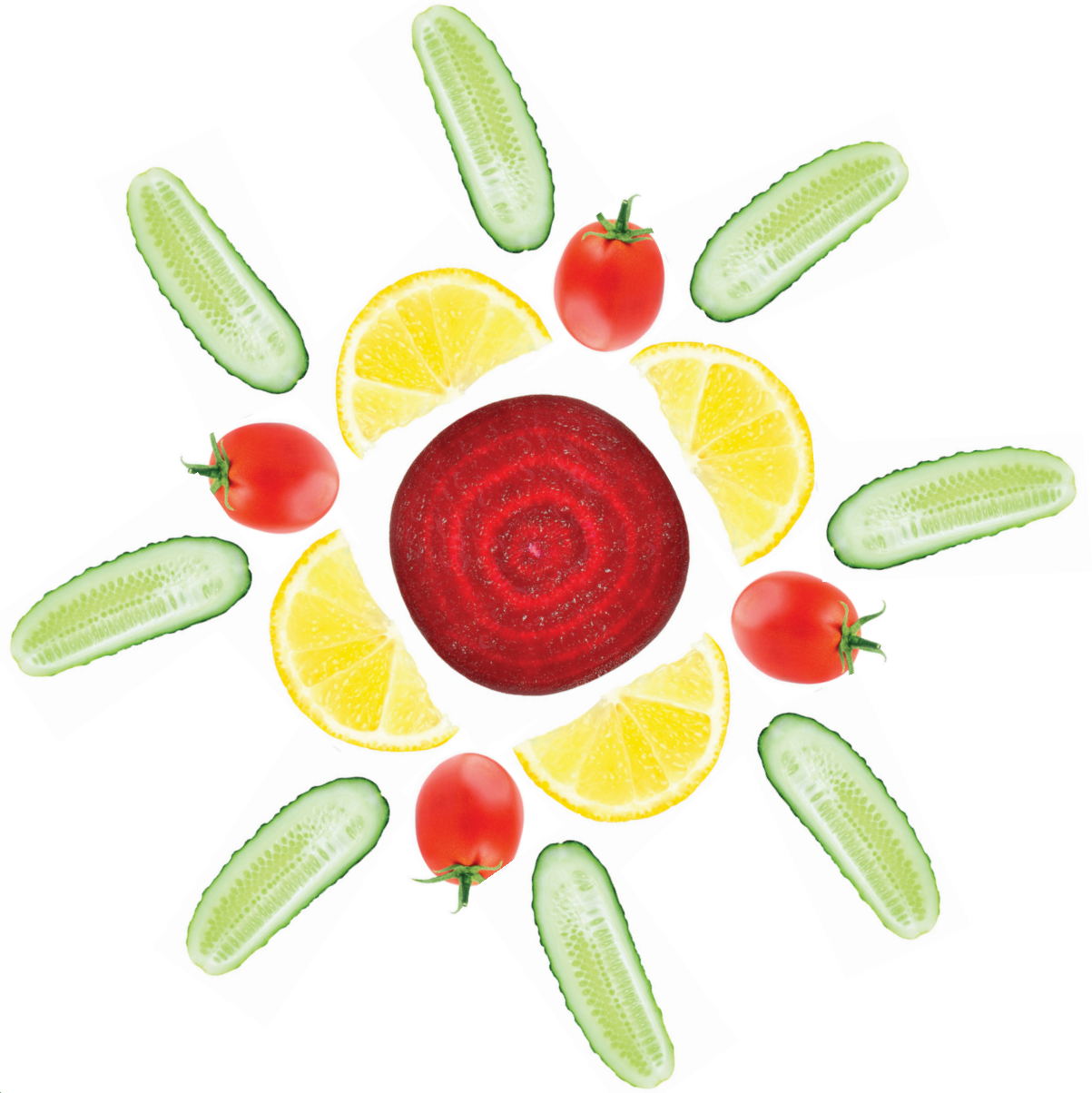


# How to Get Meatless Monday

Going in the  
Media



**MEATLESS  
MONDAY**

Good for You.  
Good for the Planet.

# Get Your Local Media Outlets on Board with Meatless Monday

**Supporters of Meatless Monday are making a big difference for our health and the health of our planet.**

**Tell your local media about what you're doing to make Meatless Monday part of your community's lifestyle.**

[Meatless Monday](#) is a global movement that has been implemented in over 40 countries and in 22 languages. Meatless Monday encourages everyone to cut meat from their diet one day a week. Choosing to go Meatless Monday can help fight diseases, reduce the risk of diabetes, and improve heart health. It conserves land, reduces greenhouse gas emissions, saves water, and saves energy.

If you're involved in a Meatless Monday effort at any level, chances are people

will want to read or hear about it. Are you an individual or group with a unique story? Did your organization just take the [Meatless Monday Pledge](#)? Then share it with your community!

## Take Action:

- **Publicity:** Newspapers and local news stations are always looking for human interest stories. Send out a press release and let them know what you're up to. If you're an individual or a small group with a good story, send your local news outlet an email and let them know about your great efforts and how your community is responding.
- **Friends, Family, and Colleagues:** Friends, family, and colleagues can help build up the Meatless Monday buzz by calling and sending letters and emails to local news outlets about your Meatless Monday efforts.



# Who's Doing It?

Here are some people and organizations that were recognized by the media, as well as coverage about Meatless Monday.

## In the United States

- You could be in the spotlight with [celebrities like Natalie Portman](#).
- Food and Wine magazine loved it when [15 Brooklyn schools](#) adopted Meatless Monday.
- *New Times* devoted an article to an influential [Meatless Monday student ambassador](#).
- Grok Nation featured [Meatless Monday for Fourth of July celebrations](#).

## Around the World

Even the [Norwegian Army got some love](#) when they adopted Meatless Monday to reduce their impact on the climate.

To build on your Meatless Monday successes, feel free to reach out to additional outlets. See our Ambassador Guides for reaching out to:

- [Restaurants](#) • [K-12 Schools](#) • [Hospitals](#)
- [Universities](#) • [Government Leaders](#)

(Here's a sample press release you can use when you reach out to the media. Feel free to copy and paste from this document.)

## FOR IMMEDIATE RELEASE

### **[Name of organization/group/city/school/restaurant, etc.] Joins the Meatless Monday Movement**

City, State (Date) — [Organization] is the latest [community/school district/group/etc.] to join the global Meatless Monday movement. [Name] is participating in Meatless Monday by [add information about what you are specifically doing to promote Meatless Monday, such as additional background or interesting anecdotes].

[Add a quote here from your organization representative or spokesperson, such as: "We are excited to bring the Meatless Monday movement to our community (or students, employees, organization, etc.)] Going meatless one day a week can improve our health and limit our impact on the environment," said [organization spokesperson NAME].

[Add information here about your group/organization/town/school district. You can talk about your members, what you are known for, your goals, your reach, etc.]

Meatless Monday was founded in 2003, in association with Johns Hopkins Bloomberg School of Public Health. The campaign encourages people to cut back on meat consumption one day a week to reduce the risk of chronic diseases, such

as diabetes, heart disease, stroke, and cancer, while lessening the environmental impact of meat production on climate change, water and land use. The campaign is based on research that indicates Monday is the day we are most primed to start and sustain a healthy behavior. Since its launch 15 years ago, Meatless Monday has become an international movement in more than 40 countries and over 20 languages.

[Organization name] promotes programs like Meatless Monday to accelerate the positive trend toward meat reduction.

### **Facts:**

- Meatless Monday raises awareness of the benefits of reduced meat consumption by bringing attention to the [health](#) and [environmental](#) impacts of meat consumption and production.
- Polls show that over 50% of people have participated in Meatless Monday, according to a survey of over 1,000 people in the U.S. (2017 DDG study)
- Public figures and celebrities, including Oprah Winfrey, Ellen DeGeneres, Paul McCartney, Natalie Portman, Mark Ruffalo, and Mayim Bialik have all touted the advantages of going Meatless Monday.

### **Media Contact:**

[Add name, email and phone number for someone from your organization.]

Follow Meatless Monday on [Facebook](#), [Twitter](#) and [Instagram](#).

[Add a background paragraph about your organization.]

### **About Meatless Monday**

Meatless Monday is a public health initiative of The Monday Campaigns, a non-profit organization in association with The Lerner Centers for Public Health Promotion at Johns Hopkins, Columbia and Syracuse Universities. The campaign, founded by Sid Lerner, chairman of The Monday Campaigns, seeks to reduce the risk of preventable chronic diseases and conserve valuable environmental resources by encouraging the public to cut back on meat one day a week. The campaign is based on research that indicates Monday is the day people are most primed to start and sustain a healthy new behavior. Since its launch 15 years ago, Meatless Monday has become an international movement with support from schools, celebrities, restaurants, and organizations.

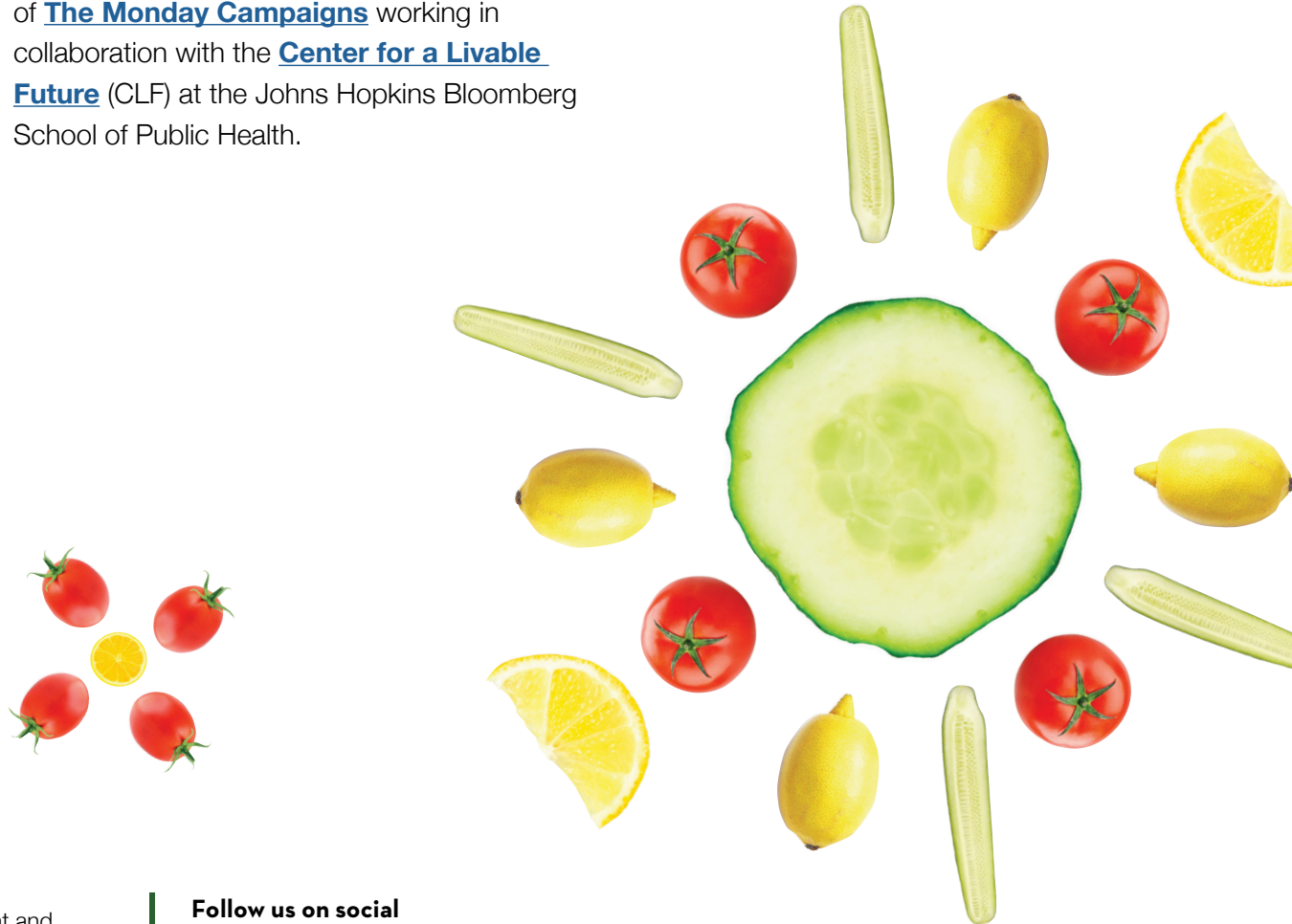
# About Meatless Monday

**Meatless Monday** is a global movement with a simple message: one day a week, cut the meat. It can make a big difference in our personal health and the health of the planet.

Excessive consumption of red and processed meat has been linked with a variety of chronic diseases, including heart disease, type 2 diabetes, obesity and cancer. In comparison, substituting plant-based foods for meat has been shown to reduce these health risks, resulting in a better quality of life and increased longevity.

Raising livestock for our current level of human consumption requires an extraordinary amount of resources and takes a devastating toll on our planet. Meatless Monday helps conserve land, reduce greenhouse gas emissions, save water, and save energy

Meatless Monday is a non-profit initiative of **The Monday Campaigns** working in collaboration with the **Center for a Livable Future** (CLF) at the Johns Hopkins Bloomberg School of Public Health.



**Thank you.**

Stay positive and persistent and please keep us posted on your efforts!

Follow us on social

