



F FREE SUMMER MEALS FOR KIDS! HELP US SPREAD THE WORD!

Children and youth age 18 and under can get free, healthy meals when school is out through the Summer Food Service Program. This federal nutrition program is administered by the Massachusetts Department of Elementary and Secondary Education. No registration or identification is needed and sites frequently offer activities, such as sports, arts and crafts, and games for students to enjoy. However, many parents don't know about the program.

In Massachusetts, only 22% of the children who eat a free or reduced price meal during the school year eat a Summer Food Service Program meal when school is out (Food Research and Action Center, June 2005).

Project Bread needs your help educating your community about this program. **Please make the enclosed site list flyer available to your clients and encourage families through a word of mouth campaign to send their children to the summer meal sites.** The site list flyer includes specific information on the locations, dates, and meal times for the sites in your neighborhood. We've also included some creative and fun ways to distribute or post our flyers.

- Use volunteers to hand out flyers and talk directly to the people who enter your office about the sites in their neighborhood.
- Include flyers in food pantry bags or tie them to the bag's handle with a ribbon.
- Post site list flyer information on your organization's website as a resource for your clients.
- Ask local businesses such as grocery or convenience stores, coffee shops, laundromats, insurance companies, or thrift shops to post on community bulletin boards.
- Ask other non-profit organizations in your area to post on their bulletin boards such as housing authorities, libraries, all departments of city hall, health centers, youth centers, shelters, churches, and hospitals.
- Make copies of the flyer on brightly colored paper.
- Include flyers in regular mailings home to your clients.
- Use volunteers or staff to leave flyers in the local neighborhood on windshields, in mailboxes, on doorknobs, etc.
- Use volunteers or staff to hand flyers out at community events such as little league games, city fairs, and carnivals.
- Attach the flyer to something appealing to families or kids such as balloons, school supplies, or toys if possible.
- Post the flyer in non-conventional places like in the corner of two walls, in the bathroom, near the water fountain, etc.
- Use flyers to create large and eye catching designs on the wall such as a pyramid, diamond, or smiley face.
- Include a game along with the flyer, such as a word search, coloring template, or crossword puzzle.

Your efforts are greatly appreciated, and we thank you in advance for helping us increase the number of children enjoying free, nutritious meals this summer who will return to school in the fall healthy and ready to learn. For more information on summer food sites in your neighborhood call Project Bread's FoodSource Hotline at **1-800-645-8333** or visit www.meals4kids.org.