



## MEATLESS MONDAYS SAMPLE E-LETTER

Use this e-letter as a guideline to inform parents of Meatless Mondays at your school and to recruit volunteers to help implement the activity. Just copy and paste the text into your e-mail or attach as e-newsletter. Fill in the blanks accordingly.

### SAMPLE TEXT

Greetings (Name of School Mascot)!

(Name of School) is hoping to encourage students to cut back on meat consumption for just one day out of the week as part of its new Meatless Mondays activity. Meatless Mondays are a simple and effective way to help the environment, all while promoting healthy eating habits at home and at school.

Did you know that approximately 1,850 gallons of water are needed to produce a single pound of beef? That's enough gallons of water to fill up to 37 standard bathtubs! By going meatless once a week, whether it's at breakfast or at dinner (or both!), you can help your family care for their personal health and help reduce your family's carbon footprint. Some of the health, environmental, and economical benefits of taking the "Veg Pledge" include:

- **Reduce** Heart Disease and Stroke
- **Fight** Type 2 Diabetes
- **Cut** Your Weekly Food Expenses
- **Reduce** Air and Water Pollution

These are all great reasons to jump on board and help support Meatless Mondays. So how exactly can you help? Here are some tips:

- a. Make packing meatless lunch fun!** Use Mondays as a creative and fun way to pack your child's lunch. Do this by using cookie cutters to make shapes out of vegetables and creating veggie animals or figures. For example, you can create a smiley face using cucumber slices with olives as eyes, a baby carrot as a nose, and a slice of red peppers as a mouth. Get creative!
- b. Get them involved.** Encourage your child to plan and cook breakfast, lunch or dinner together with you. Making them feel part of the process will empower them to want to pursue healthier eating habits. Involve them in grocery shopping as well, since children are more interested in eating a meal they help create.

Go meatless today and check out these great sites to help you get started: [meatlessmonday.com](http://meatlessmonday.com), [plantbasedluv.com](http://plantbasedluv.com), and [lesliedurso.com](http://lesliedurso.com).

Happy eating! ☺

For questions or concerns, please contact (Contact Name and Information)