Healthy School Meals for All New York Kids
Email Blast

This Thursday, October 27th, we will officially launch the Healthy School Meals for All New York Kids campaign. The public launch will include broad distribution of a press release to outlets throughout the state as well as a coordinated social media campaign.

To amplify the impact of this announcement, we are asking members of the Healthy School Meals for All coalition to send an email blast to your networks. Sample copy for the email is below. Please feel free to adapt this as needed so it is in your organization’s voice and will resonate with your audience.

**This email blast should go out Thursday afternoon, following the press announcement in the morning.**

Sample Email Copy

**Subject:** Healthy School Meals for All Campaign Launch

Today the [Healthy School Meals for All New York Kids](https://hungersolutionsny.org/healthy-school-meals-for-all/) campaign launched. [ORGANIZATION NAME] is proud to be part of this coalition calling on Governor Hochul to fund healthy school meals for all New York students in next year’s state budget.

In June, federal waivers ensuring every student in the nation had access to free school meals expired. As a result, more than 726,000 New York students lost access to free school meals.

[**The Healthy School Meals for All coalition is calling on Governor Hochul to make New York a leader in ending childhood hunger in schools by funding universal free school meals in the FY2024 State budget.**](https://hungersolutionsny.org/healthy-school-meals-for-all/)

Existing programs in New York leave far too many behind, including families struggling to make ends meet while hovering just above the income limits for free school meals and kids who qualify, but hesitate to eat, due to stigma and shame associated with providing free meals to only certain students.

Funding healthy school meals for all would change the game. [Studies](https://frac.org/wp-content/uploads/SchoolMealsForAll.pdf) have shown a direct link between healthy meals and improved academic performance, boosted attendance, and better classroom behavior. With state funding, nearly [2,000 additional schools](https://davidsandman.medium.com/free-school-meals-when-the-feds-step-back-states-step-up-6febc81eceb5) would be able to provide universal free school meals for all students.

[**Tell Gov. Hochul that New York needs to lead on funding free school meals for all.**](https://hungersolutionsny.org/healthy-school-meals-for-all/)

New York has always been a leader – now is the time for us to live up to our state motto and push ever upward by providing Healthy School Meals for All.

[**Click here to join the coalition advocating for healthy school meals for all.**](https://hungersolutionsny.org/healthy-school-meals-for-all/)