

**Template Press Release**

Use the following template press release as a foundation to showcase fresh mushrooms and Mushroom Monday to media and other audiences.

The press release could be used for:

* Earning local media coverage
* Blog content
* Long-form social media posts
* Presentations

We encourage you to edit and share with local health and food media as well as local TV news stations that feature in-studio cooking segments.

For additional media outreach inspiration, please contact the Mushroom Council’s PR team at edavis@curiousplot.agency or 612-202-9407

**5 Reasons to Celebrate Mushroom Monday**

**[Dietitian Name] Shows How Starting the Week**

**With the Mighty Mushroom Provides a Delicious and Nutritious Boost**

[CITY/STATE] [DATE] – Meet Taco Tuesday’s next-door neighbor: “Mushroom Monday.”

“It’s a special day each week to savor the flavor of one of the most delicious, Earth-friendly and, of course, nutritious foods you can put on your plates,” said [Dietitian Name]. “We encourage everyone to mark ‘Mushroom Monday’ on their weekly meal plans to ensure they are starting their week with more healthful fare, whether it’s a topping for a delicious breakfast power bowl, stir-fried with broccoli for a refreshing and fast lunch or baked into a hearty vegetarian lasagna for dinner.

[Dietitian Name] shares five reasons to celebrate Mushroom Monday in your kitchen each week:

1. **Mushrooms are a nutritious powerhouse.** “You can multiply not only the flavor but also the nutrients of your favorite dishes by adding mushrooms, which are low in calories, fat free, cholesterol free, gluten free and very low in sodium,” [last name] said.
2. **Mushrooms are versatile in recipes**. “Chopped, sautéed, air-fried, roasted or simply served fresh, mushrooms are a simple, versatile ingredient – always in season – you can add to any Monday meal,” [last name] noted. Try a Portabella Power Breakfast Bowl [insert link], Chimichurri Mushroom Tacos [insert link] or Lion’s Mane Orange “Chicken” Rice Bowl [insert link].
3. **Mushrooms can support healthy aging.** “Mushrooms contain ergothioneine, a naturally occurring antioxidant that may help protect the body’s cells[[1]](#footnote-1),” [last name] said.
4. **Mushrooms can help feed your immune system**. “Whether you’re in the depths of cold and flu season or the peak of summer, it’s important to fill your plate with foods that support immune health,” [last name] suggested. “Mushrooms contain an array of micronutrients that play a key role in supporting the immune system, including vitamin D, selenium, vitamin E and vitamin B6[[2]](#footnote-2).” Just five UV-light exposed white, raw mushrooms (90g) contain more than a full day’s recommended allowance (118%) of vitamin D[[3]](#footnote-3).
5. **Mushrooms are an Earth-friendly addition**. “Not only are mushrooms healthy on the plate, they are gentle on the planet, requiring minimal resources to grow,” [last name] said. A study found producing a pound of mushrooms required only 1.8 gallons of water, 1.0 kilowatt hours of energy and generates only .7 pounds of CO2 equivalent emissions. In fact, you can grow up to 1 million pounds of mushrooms annually on just one acre. This is why researchers have declared mushrooms one of the most sustainably-produced ingredients.

“Too busy to celebrate Mushroom Monday in your kitchen?” [last name] concluded. “Restaurants nationwide also are joining in honoring the day by spotlighting the friendly plant-forward ingredient on their menus.” [Find a participating restaurant near you](https://www.mushroomcouncil.com/mushroom-101/mushroom-monday/).

For more Mushroom Monday inspiration, visit [MushroomCouncil.com/MushroomMonday](https://www.mushroomcouncil.com/mushroom-101/mushroom-monday/).

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1. Dubost, N.J., et al. (2006). Identification and quantification of ergothioneine in cultivated mushrooms by liquid chromatography-mass spectroscopy. International Journal of Medicinal Mushrooms, 8, 215-22. [↑](#footnote-ref-1)
2. [**https://lpi.oregonstate.edu/mic/health-disease/immunity**](https://lpi.oregonstate.edu/mic/health-disease/immunity). Written in March 2016 by: Giana Angelo, Ph.D. Linus Pauling Institute, Oregon State University. Reviewed in February 2017 by: Catherine Field, Ph.D. Professor of Nutrition, Department of Agricultural, Food and Nutritional Science, University of Alberta. This link leads to a website provided by the Linus Pauling Institute at Oregon State University. The Mushroom Council® is not affiliated or endorsed by the Linus Pauling Institute or Oregon State University. Accessed November 19, 2020. [↑](#footnote-ref-2)
3. U.S. Department of Agriculture, Agricultural Research Service. FoodData Central, 2019. fdc.nal.usda.gov. [↑](#footnote-ref-3)