

**Template Press Release**

Use the following template press release as a foundation to earn media coverage for your participation in Mushroom Monday.

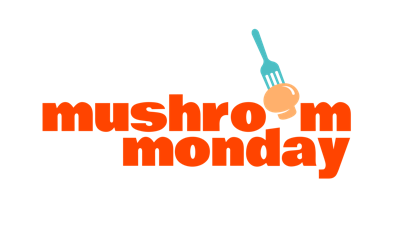
The press release could focus on:

* Special events you are coordinating to kick off and celebrate Mushroom Monday
* Any menu features, specials or promotions you are holding for Mushroom Monday

We encourage you to edit and share with local restaurant/food media – from traditional media to local social influencers – 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](mailto:edavis@curiousplot.agency) or 612.202.9407

**[SCHOOL/DISTRICT NAME] CELEBRATES MUSHROOM MONDAY WITH [INSERT DESCRIPTOR]**

[CITY/STATE] [DATE] – Taco Tuesday has a new neighbor. Introducing “Mushroom Monday” at [School/District Name].  
  
Every Monday beginning [insert date], [School Name] is set to delight and inspire its students with “Mushroom Monday,” featuring new specials on its popular mushroom-centric dishes, including [list menu items].

It's part of a movement underway in which schools nationwide are setting aside a special day each week to celebrate the mysterious and delicious mushroom.

[Insert descriptors of feature dish(es) and/or descriptor of Mushroom Monday promo etc.].

Why mushrooms? Not only are they among the [trendiest foods nationwide](https://www.realsimple.com/mushrooms-food-trend-2024-8422024), they are [nutritious](https://www.mushroomcouncil.com/nutrition/) and the most [sustainably produced food](https://www.mushroomcouncil.com/sustainability/). Plus, with distinct umami packed varieties ranging from button to shiitake to lion’s mane, they are among the most flavorful and versatile ingredients in the kitchen.

“We love crafting dishes with fresh mushrooms – their hearty taste and satisfying texture elevate every dish every time,” said [name, title, school]. “We invite everyone to join us in celebration of Mushroom Monday – a perfect weekly meetup with extraordinary flavor.”

[insert addition district information about the chef/director and school/district, including its website and social handles].

# # #

**Photography:**

[include links to images of your Mushroom Monday dishes]

**Contact:**

[insert name, email and phone of appropriate media contact]