MEATLESS MONDAY COMES TO [CITY NAME]

LOCATION--[Research](https://www.theguardian.com/environment/2018/may/31/avoiding-meat-and-dairy-is-single-biggest-way-to-reduce-your-impact-on-earth) [shows](https://www.nytimes.com/interactive/2019/04/30/dining/climate-change-food-eating-habits.html) that meat and dairy production generates more damaging greenhouse gas emissions than all forms of transportation combined. Many cities around the world are challenged with finding solutions to climate change as well as improving health outcomes for their residents. What people eat, how it’s produced, and how much is wasted can have a major impact on a city’s health and sustainability goals.

To support the community in reducing its carbon footprint and to improve the health of residents, [ORGANIZATION/GROUP NAME] is [add details here about Meatless Monday in your community, impact on the community using impact calculations - can use [Meat Free Monday calculator](https://meatfreemondays.com/calculator/).].

[INSERT QUOTE(S) HERE FROM COMMUNITY LEADERS, ORGANIZATION LEADERS] Example quote: “I am excited to bring Meatless Monday to our great city, and all of the benefits that come with it,” shares Organization Leader, Organization Name. “Eating more vegetables, fruits, whole grains, beans, and nuts and less meat, dairy and eggs, is a great way for residents to improve both their health and reduce our community’s impact on the climate.”

Why Monday? The simple message to “skip meat once a week” works because it provides a regular cue to take action on Monday, which [research](https://www.mondaycampaigns.org/meatless-monday/research) shows is the day people are most open to making positive changes. Starting each week participating in Meatless Monday can lead people to eat more fruits, vegetables and plant-based meals throughout the rest of the week.

**About Meatless Monday:**

Meatless Monday is a global movement, followed by millions, with a simple message: one day a week, cut out meat for personal health and the health of the planet.

Launched in 2003, Meatless Monday is a non-profit initiative of [The Monday Campaigns](http://mondaycampaigns.org/), working in collaboration with the Center for a Livable Future (CLF) at the Johns Hopkins Bloomberg School of Public Health. Our goal is to reduce meat consumption by 15% for our personal health and the health of the planet. For more information, visit [meatlessmonday.com](http://www.meatlessmonday.com/).

[INSERT BOILERPLATE ABOUT ORGANIZATION]

Name of Press Contact:

Phone:

Email: