

(Insert school/company logo here)

Dear (Insert editor or named journalist if known)

National School Meals Week (NSMW) is the one week in the year when we celebrate all that is great about today’s school food, with this year’s activities scheduled for 11th - 15th November 2019.

LACA (The School Food People), sit at the heart of school food delivery, representing over 3,300 different organisations and individuals, all dedicated to ensuring that our children get the benefits from a healthy, nutritious school lunch.

Schools across the country are promoting the ‘Taste for Yourself’ campaign, which is an initiative for pupils who don’t have a school meal to sample a delicious two course lunch. We have also invited parents to come and have a meal with us as well as local dignitaries e.g. the Mayor, local councillors et al.

An invitation has also been extended to our local MP (insert MP’s Name) to discuss, over lunch, the key issues that the education catering industry is facing, not least of which is the very real threat of food shortages and rising prices following our withdrawal from the EU.

Enjoying a nutritious two course school meal at lunchtime supports academic attainment, helps children to concentrate better and has a positive impact on behaviour in the classroom. We want every pupil to have that opportunity and in many cases it will be the only hot meal that some children have all day.

With great variety and choice on offer in the school dining room, school meals have never been better and represent outstanding value for money. Where else can you get a two course meal for less than the price of a High Street cup of coffee?

We know how important and trusted local media is in the lives of those people that send their children to our school; whether it is print, broadcast or online they know that they report on the matters that affect their community.

We would be delighted if you are able to join us for lunch during NSMW and if you would let us know which day of the week would suit you best, we will be happy to confirm timings etc.

Your early reply to (insert name and contact details including DD telephone numbers and email addresses) will be appreciated and I look forward to hearing from you.