

WHAT IS NATIONAL KALE DAY?

In its third year, National Kale Day is a grassroots movement founded with the purpose of promoting kale as a healthy and versatile food that contributes to healthier eating and a healthier lifestyle.

Activities & Events:

Schools throughout the United States serving kale on the menus – impacting hundreds of thousands of students

New York Public Schools, Los Angeles Unified, Charleston Public Schools, Missoula Public Schools

Healthcare Systems Making Kale Number 1

Eskenazi Health Systems in Indiana has a rooftop garden growing kale, they are giving away 1500 kale plants in the community, hosting kale seminars and serving kale dishes in all their cafeterias and cafes

Health Practitioners throughout the U.S. writing prescriptions for Kale

Kale Giveaways

Sponsors and kale ambassadors will be taking kale to the masses giving away kale

Kale Parties

From smoothie tastings at Yoga, kale samplings in stores and a Kale Party to wrap up the night with kale appetizers and kale cocktails – October 7th is all about kale

Kale in the News

Over the past several years; radio, TV, print and online media have covered National Kale Day generating millions of impressions for National Kale Day

For more info contact Melinda Goodman 414-469-5524 or email melinda@fulltiltmarketing.net

Kale is a platform to get consumers excited about food and engaged in a dialogue about healthy living. National Kale Day is celebrated with online and offline events throughout the United States and in more than a dozen countries. Sponsors include kale growers, juice companies, lifestyle brands and other organizations that support the important dialogue that encourages healthier lifestyles.

From a hot trend, to a mainstream vegetable – kale is not just a trend du jour – but a vegetable here to stay. From retailers reporting triple digit sales and national restaurant chains adding kale to the menu, kale has proven it has won the hearts and stomachs of consumers everywhere.

National Kale Day is a 501c3 non-profit organization that was founded by Dr. Drew Ramsey & Chef Jennifer Iserloh.

How can you support NKD?

- Do a cooking segment in kale. Chef Jennifer Iserloh is available for on-air interview and cooking demo.
- Do a healthy living segment on kale nutrition and brain health. Dr. Drew Ramsey is available for on-screen interview.
- Let us help facilitate field interview with kale farmers or schools featuring kale.

PROUD SPONSORS




**National
Kale Day**
OCTOBER 7, 2015

#KaleDay2015
#NationalKaleDay



@NationalKaleDay