

Sample Copy for Employee Newsletter or Magazine

Promote food safety to your employees by featuring news about National Food Safety Education MonthSM in your employee newsletter or magazine. Fill in the information in the parentheses throughout. Artwork for a public service ad for employee publications is also available from the International Food Safety Council.

(Establishment) Focuses on Food Safety Training During September's National Food Safety Education MonthSM

"Cook It Safely – It's a Matter of Degrees" is Theme for 1999

According to consumer research, the public is more aware of and concerned about food safety today than ever before. There has never been a more important time for our industry to focus on this important issue. That is why **(Establishment)** is participating in National Food Safety Education MonthSM.

September marks the fifth annual National Food Safety Education Month, created by the International Food Safety Council, a restaurant and foodservice industry coalition committed to food safety education. This year's theme is "Cook It Safely – It's a Matter of Degrees."

(Establishment) is taking part in the month-long observance to focus attention on the importance of safe food handling and preparation, with an emphasis on the key "cook it safely" message: always cook food to the proper internal temperature.

"**(Establishment)** is partnering with the International Food Safety Council to encourage food safety training nationwide," said **(Name, owner or manager)** of **(Establishment)**. During September, **(Establishment)** will **(describe food safety training and education activities you are sponsoring for employees)**.

A second goal of National Food Safety Education Month is to build public awareness of our industry's commitment to serving safe food. **(Establishment)** is **(include information on your publicity efforts, materials you are distributing to the public, and public events that you are sponsoring)**.

On a national level, the International Food Safety Council is again mounting an extensive campaign to help promote the industry's food safety efforts. Chef Mary Sue Milliken and Chef Susan Feniger are co-chairs of this year's campaign and will help communicate to the public that restaurant, foodservice and supermarket professionals are trained experts in food safety. Restaurateurs, cookbook authors, television and radio personalities, Milliken and Feniger have made their mark with home cooking of cuisine from all over the world. Hosts of Food Network's popular series *Too Hot Tamales* and *Tamales World Tour*, together they own and operate the critically-acclaimed Border Grill in Santa Monica, Ciudad in Los Angeles and the new Border Grill at Mandalay Bay Resort and Casino in Las Vegas (opening summer 1999). Their fifth cookbook, *Mexican Cooking for Dummies*, will be published later this year. Their foods are also served on United Airlines' flights to major cities in Central America.

As part of the publicity campaign, the Council will distribute a media kit promoting the industry's food safety efforts to restaurant and food industry publications, as well as daily newspapers, magazines, television and radio stations across the country. Last year's campaign resulted in more than 1,300 television news stories, newspaper and magazine articles on National Food Safety Education Month.

Through the awareness campaign, Chefs Milliken and Feniger will help consumers understand the care restaurant, foodservice and supermarket professionals take to provide safe food, and the importance of adopting similar procedures at home – whether they are doing the cooking themselves or bringing home carry-out meals or restaurant leftovers.

The International Food Safety Council, a restaurant and foodservice industry coalition, was formed in 1993 by the National Restaurant Association Educational Foundation. Restaurant, foodservice and supermarket professionals trained and certified in food safety are eligible to participate in the Council and display the Council seal in their establishments to show customers they are committed to serving safe food. The Council is also a founding partner of the Partnership for Food Safety Education, a coalition of industry, government and consumer organizations, which sponsors the *Fight BAC!*TM nationwide education campaign to teach the public to keep food safe from bacteria.

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