

Sample Press Release for Consumer Media

Promote your food safety commitment to the public by sending this sample press release to your local media. Before sending:

1. Decide if you will offer the public the “Cook It Safely” consumer brochure available from the International Food Safety Council. Decide how you will distribute it, such as by mail, or in your establishment, and include this information in the release.
2. Re-type the release double-spaced on your letterhead; use the logo artwork provided in this Guide to add the National Food Safety Education MonthSM logo to your letterhead.
3. Fill in the information in parentheses throughout.
4. Add further information about your National Food Safety Education Month programs and activities.

FOR MORE INFORMATION:
(Contact name, phone number)

FOR IMMEDIATE RELEASE
(Date)

“Cook It Safely” in September and Turn Up the Heat On Food Safety

(Establishment) Supports National Food Safety Education MonthSM

“Cook It Safely – It’s a Matter of Degrees” is the theme of National Food Safety Education MonthSM, which focuses attention on the importance of safe food handling and preparation. Held annually in September, the event was created in 1995 by the International Food Safety Council, a coalition of certified restaurant and food industry professionals dedicated to food safety education.

(Establishment) of (Town) is taking part in the month-long observance. President Clinton’s National Food Safety Initiative recognizes and encourages observance of National Food Safety Education Month.

“According to a recent International Food Safety Council survey, 67 percent of consumers say that food safety is more important to them today than it was a year ago,” said Chef Mary Sue Milliken, co-chair of National Food Safety Education Month, along with Chef Susan Feniger. Restaurateurs, radio personalities, and hosts of Food Network’s popular series *Too Hot Tamales* and *Tamales World Tour*, Milliken and Feniger 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).

“Cooking food to the proper temperature has been shown to be one of the most effective ways to prevent foodborne illness,” says Feniger. “That’s why the theme of this year’s

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National Food Safety Education Month is ‘Cook It Safely.’” Feniger has authored five cookbooks with Milliken, including Mexican Cooking for Dummies, to be published this year.

“Training our employees to prepare and handle food safely is a top priority in our establishment,” says **(Name, owner or manager)**, “and through National Food Safety Education Month, we want to let customers know that we are committed to serving safe food.” **(Name)** says food safety is equally important at home, and as part of National Food Safety Education Month, restaurant, foodservice and supermarket professionals are sharing their food safety expertise with the public.

According to **(owner or manager)**, there are a few key steps to cook food safely in every kitchen. **(He/she)** says one of the most important steps is to use a thermometer to make sure food is cooked to the proper internal temperature. For example:

- Ground meats, including ground beef and pork 160° F
- Poultry, including chicken, duck and whole turkey 180° F
- Beef, veal and lamb roasts and steaks, medium-rare to well-done 145°- 170° F

When cooking or reheating food in the microwave, be sure to cover the food, stir and rotate for even cooking. **(Owner or manager)** also says it’s important to reheat leftovers and carry-out meals to a minimum of 165°.

“Cook it safely” is one of four important food safety steps to follow each day. The four steps are:

- clean: wash hands and surfaces often;
- separate: don’t cross-contaminate;
- cook: cook to proper temperatures; and
- chill: refrigerate promptly.

(If you’re offering the “Cook It Safely” consumer brochure, use this paragraph.)

More information about safe food preparation is available in “Cook It Safely,” a free brochure offered by **(Establishment)** and the International Food Safety Council. Based on food safety procedures used by restaurant and foodservice professionals to prepare millions of meals each day, the brochure includes a chart for cooking food to the proper internal temperature and other helpful tips. For a free copy of the brochure **(include instructions such as: write to address; call local phone number)**.

As part of National Food Safety Education Month, **(Establishment)** is also **(add details about other activities you are planning for the public, such as a cooking demonstration event)**.

The International Food Safety Council, a restaurant and foodservice industry coalition, was formed in 1993 by the National Restaurant Association Educational Foundation. Restaurant and food industry professionals trained and certified in food safety are members of the Council and display the Council seal in their establishments to show customers that 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!*[™] education campaign to teach the public to keep food safe from bacteria.

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