



## What is Food Day?

Aimed at promoting healthy, sustainable, affordable, and just food systems in America, Food Day is a national grassroots mobilization backed by some of the most prominent voices for energizing the food movement. On **October 24, 2011**, people will gather at events big and small and from coast to coast in homes, schools, colleges, churches, city halls, farmers' markets, supermarkets, and elsewhere to raise awareness about food issues and advocate for change. Think of it as an Earth Day for food!

Spearheaded by the nonprofit [Center for Science in the Public Interest](http://www.cspinet.org), Food Day is organized around six main policy goals:

1. Reduce diet-related disease by promoting safe, healthy foods
2. Support sustainable farms and limit subsidies to big agribusiness
3. Expand access to food and alleviate hunger
4. Protect the environment and animals by reforming factory farms
5. Promote health by curbing junk-food marketing to kids
6. Support fair working conditions for food and farm workers

## Who is partnering with Food Day?

Food Day's advisory board is co-chaired by Sen. Tom Harkin of Iowa and Rep. Rosa DeLauro of Connecticut and includes such members as Michael Pollan, Alice Waters, Marion Nestle, David Kessler, and Professor Walter Willett. Partners include the American Dietetic Association, National Sustainable Agriculture Coalition, UNITE Here, Humane Society of the U.S., Sierra Club, and Slow Food USA. A full list of advisors and partner organizations can be found at [www.FoodDay.org](http://www.FoodDay.org).

## How can I get involved in Food Day?

The Food Day team is enlisting volunteer [community coordinators](http://www.FoodDay.org) to build coalitions and organize Food Day activities—hundreds have already volunteered to lead the effort. Many more people will [host events](http://www.FoodDay.org), from private potluck dinners to movie screenings, rallies and conferences, and post their events on our interactive map at [www.FoodDay.org](http://www.FoodDay.org). Food Day offers resources (but no funding) to help with local organizing including a Guide for Coordinators, Guide for Hosts, Guide for Campuses and Schools, and Media Guide. Food Day also hosts a series of informational webinars. Stay updated by signing up for email notifications through [www.FoodDay.org](http://www.FoodDay.org).

## I'm interested! How do I learn more?

Visit [www.foodday.org](http://www.foodday.org) to become a host or coordinator, email us at [foodday@cspinet.org](mailto:foodday@cspinet.org), or call 202-777-8392. Thank you! We hope you will join this nationwide celebration of real food. It's time to Eat Real, America!