FOR IMMEDIATE RELEASE

**[Your Company] to [Brief Description of Activity]** **for Whole Grain Sampling Day**

[Your location], March 2021—Wednesday, March 31, is Whole Grain Sampling Day, and [Your Company] will be celebrating by showcasing whole grain recipes and products. [Your Company] is joining dozens of stores, restaurants, businesses, schools, and healthcare organizations throughout the country and around the world in offering special promotions and samples of [whole grain foods](https://wholegrainscouncil.org/whole-grains-101/whole-grains-z).

[Your Company] will include [your participation plans: providing samples, offering discounts, handing out information, hosting a class, hosting a store tour, etc]. [Quote about WGSD or your participation plans].

Studies show that switching to [whole grains lowers the risk of many chronic diseases](https://wholegrainscouncil.org/whole-grains-101/health-studies-health-benefits/what-are-health-benefits). While benefits are most pronounced for those consuming at least three servings daily, some studies show reduced risks from as little as one serving daily—so every whole grain helps.

Organized byBoston-based non-profit [Oldways](http://www.oldwayspt.org/) and its [Whole Grains Council](http://wholegrainscouncil.org), last year’s celebration prompted millions of Americans to taste a variety of delicious, healthy whole grains, and the momentum continues for this tenth annual event in 2021.

Everyone is encouraged to join in the whole grain conversation on social media by using #SampleWholeGrains. Visit the [Whole Grain Sampling Day](http://wholegrainscouncil.org/get-involved/whole-grain-sampling-day) page of the Whole Grains Council website for full details and activity listings.

**About [Your Company]**

[company blurb]

**For press inquiries and more information, contact:**

name

position

company

email

phone number

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