



## 2008-2009 Calendar of Events

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Calendar dates can serve as excellent hooks for outreach activities and media coverage. Think about what dates might lend themselves to promoting SNAP/food stamp participation and media coverage. Tying a press release to new data, a commemorative day or month, or the beginning of a program is a great way to help your organization get attention from the media, the community and policy-makers on the importance of nutrition assistance. Below are some examples you might consider.

### **October 2008 - June 2009**

#### **First Week of Every Month**

New monthly state-by-state SNAP/food stamp participation data are released.  
Available on the FRAC Web site.

#### **Mid-Month of Every Month**

New data on food prices, including the cost of the Thrifty Food Plan.  
Available on the FRAC Web site.

#### **October 1**

Implementation of the Farm Bill.  
See toolkit for specific media activities on the farm bill throughout the coming months.

#### **Late October**

Hunger Champion Awards. Announcement of local food stamp offices recognized for their service to SNAP/food stamp customers and the community

#### **November 11**

Veteran's Day

#### **Mid-November**

Release of government data on food insecurity.

#### **November 27--December**

Thanksgiving and December holidays.  
Increased public attention to problem of hunger and contribution of serving agencies.

#### **January**

Inauguration of the new President and State of the Union Address

#### **March**

National Nutrition Month

#### **March 1-3**

FRAC/Feeding America National Anti-Hunger Policy Conference, Washington, D.C.  
Write op-eds and/or blog about Conference sessions on SNAP/food stamps.

#### **Spring**

USDA Hunger Champion Nomination Period. Nominate a local food stamp office for customer service to SNAP/food stamp clients. See application at USDA website: <http://www.fns.usda.gov/>

#### **June**

National Fresh Fruit and Vegetables Month  
This could serve as a potential hook to promote farmers' markets' EBT availability.