*Note: This Sample Broadcast Pitch is intended to be a guide for PBH Have A Plant® Ambassadors, as well as partners and collaborators who have relationships with local TV stations. We encourage you to add your own twist, elaborate on your individual activities and customize this as you see fit, as we work together to elevate fruit and vegetable consumption to a national priority for National Fruits & Veggies Month in September.*

*Please let Katie Calligaro, Marketing & Communications Director @* [*kcalligaro@pbhfoundation.org*](mailto:kcalligaro@pbhfoundation.org) *know if you secure a local segment so we can monitor and amplify your amazing work on PBH’s channels.*

**Suggested Customizable Subject Line:**

**September Is National Fruits & Veggies Month! Let’s Have A Plant® Party!**

September is National Fruit & Veggies Month and what better time than now to celebrate nature’s bounty as we head back to school! With 9 out of 10 Americans still not eating enough fruits and vegetables daily, and recent Produce for Better Health Foundation [*State Of The Plate*](https://fruitsandveggies.org/stateoftheplate2020/) research showing a continuous decline, we have got to change how we think about and enjoy fruits and vegetables now or else we are going to have a severe health crisis down the road.

With an aim to create new fruit and vegetable behaviors and show consumers HOW to incorporate more produce into daily routines as well as elevate consumption to a national priority, I am collaborating with the Produce for Better Health Foundation (PBH) to celebrate all forms of produce this September. Whether it’s trying a new fruit or veggie you never had before or adding one more to a meal you already know and love, now is the time to up our produce game, get inspired and Have A Plant®!

During this segment I will show your viewers [CUSTOMIZE: my favorite…ways to Have A Plant® or tips/tricks , examples – whatever you see fit”:

1. Customizable Tip 1: MAKE IT EASY
2. Customizable Tip 2: BACK TO BASICS
3. Customizable Tip 3: SHOW A HACK

I would love to work with you to schedule an interview during the month of September to help us amplify the message nationwide! Let’s get in on the fun and share the fruit and veggie love with consumers for better health, and happiness.

Customize your outro based on your relationships, timing, scheduling process, etc.