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**#14-103**

**TO:** WIC Regional Directors  
WIC Local Agency Directors

**FROM:** Lindsay Rodgers, Manager  
Nutrition Services Section

**DATE:** September 4, 2014

**SUBJECT:** Food Day is October 24, 2014

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Food Day is a nationwide celebration of healthy, affordable, and sustainable food, established by the Center for Science in the Public Interest. The goal of Food Day is to strengthen and unify the food movement in order to improve our nation's food policies. The National WIC Association is an official partner of Food Day celebrations.

Food Day's focus on nutritious foods presents a great opportunity for WIC to promote fresh fruit and vegetables, raise awareness about its mission, and position itself as an essential nutrition education and healthy food promotion program.

Visit the Food Day website, <http://www.foodday.org>, for ideas to help you celebrate Food Day at your WIC clinic and in your community.

If you have questions, please contact Matt Harrington, Nutrition Education Coordinator, at 512-341-4515 or [matt.harrington@dshs.state.tx.us](mailto:matt.harrington@dshs.state.tx.us).