

# Mindful Eating Day Tool Kit

Thank you for hosting a local Mindful Eating event for Mindful Eating Day, January 26, 2017! We are happy to support you in spreading the message of mindful eating, and to help people find peace in their relationships to food and eating.

In this tool kit you will find the following information:

- The Four Key Mindful Eating Day messages
- Link to download our Mindful Eating Day logo and a variety of graphical quotes
- Ways TCME can help you promote your [#mindfuleatingday](#) event
- Invitation to review TCME's mindful eating position statements
- Include the live, online Mindful Eating Day program in your event planning
- Five tips for writing a news release to promote your local event



**Mindful Eating**  
provides  
respectful care in  
the present  
moment.



Nourish Mindful Eating  
[#mindfuleatingday](#)  
The Center for Mindful Eating  
January 26, 2017

## **Key Mindful Eating Day 2017 Messages**

The four key Mindful Eating Day 2017 messages are:

- Heal your relationship with food
- Compassionate curiosity helps you become more present
- Respectful care in the present moment
- Nourish mindful eating with joy

The Center for Mindful Eating will be promoting these four key messages every day throughout the month of January. We've made this flyer that you can download and share on the web or in print media: [Key Messages Flyer](#)

### **Heal your relationship with food**

Mindfulness provides us with opportunities to notice our experience and respond with kindness. It is in these moments that we are in a position to nourish ourselves with foods that best meet our needs at that time. How would you describe your relationship with your body, food and eating? Mindful eating can give us tools and support to discover an ally within each moment.

### **Compassionate curiosity helps you become more present**

When we're able to ask "what's going on here?," we allow ourselves to view our experience from a place of non-judgment and observation, rather than criticism. This opens up opportunities to evaluate our choices. Are you able to imagine what compassionate curiosity might sound and feel like? Let's open the door a little to our experience with food. Can you be a little kinder? A little more curious? A little less critical? A little less harsh? What might be one small step you can take? The ability to pause and become aware of your direct experience with feelings, thoughts, and physical sensations helps you to discover new options and choices.

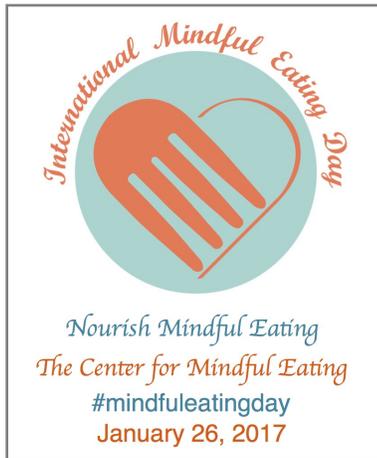
### **Respectful care in the present moment**

When we're able to nourish ourselves from a place of respect and care, we're much more likely to be able to tune into what we need at any one time and acknowledge that our needs change over time. Even when the present moment isn't delightful, did you know that pausing and acknowledging what is present gives you the information you need to change?

### **Nourish mindful eating with joy**

"When the joy goes out of eating, nutrition suffers." (Ellyn Satter) Joyful eating is prioritizing the inclusion of foods you enjoy. It helps you to feel good. Many people ask, "Will I lose weight eating more mindfully?" Mindful Eating isn't a diet or a way to lose weight, but a foundation for

you to develop a healthy relationship with food and eating, one marked by both joy and pleasure.



## 2017 Mindful Eating Day Logo & Images

Download our International Mindful Eating Day logo and a set of various graphical quotes that you can use in print or web-based media.

<http://thecenterformindfuleating.org/MEday-2017-Images>

Be sure to share any images that you create with [med@tcme.org](mailto:med@tcme.org) - we'd love to promote your event!

## Let us know that you are hosting an event!

If you are a member of The Center for Mindful Eating, we would like to list your local Mindful Eating Day event on our website and social media.

Please complete this [Google form](#) with the promotional information for your event and email us any images you'd like us to include in your promotions to [med@tcme.org](mailto:med@tcme.org)

Consider promoting your event in the following ways:

- Create social media posts using the graphical images.
- Link your event to the TCME listing, if you are a member ([learn more here](#)).
- Use the [#mindfuleatingday](#) hashtag in all of your twitter posts. TCME will retweet these, which will increase the exposure of your local event.
- Plan to join our live, online [Mindful Eating Day event](#) on January 26th. We've planned a morning and afternoon session (EST) with interviews and led practices by members of the mindful eating community.
- By registering for our Mindful Eating Day Event you'll get invited to join our [Nourish Mindful Eating group on Facebook](#). During the month of January we'll be posting daily inspirational quotes, reflections and mindful eating exercises for all levels of experience. We are opening up our social media networks to our members to help you promote your events. We want to support you and help to build excitement for your local event!
- Send a news release about your event to local media outlets, including print and web-based organizations.
- Share your event with schools, places of worship, gyms, and health agencies.
- Identify your circle of influence and personally invite leaders to your event. For example, if a health teacher at a local middle school is in your circle of influence, personally invite the principal, superintendent and other teachers as well as students, family and friends to the event. If you are a diabetes educator at an area clinic, personally invite the professionals who refer to your service, in addition to clients, their families and friends.

## **Familiarize yourself with the The Center for Mindful Eating Position Statements:**

- Healthy Eating
- Meditation
- Sustainable Food System
- Food Security
- Weight Concerns

## **Include the live, online Mindful Eating Day program in your event planning!**

Featuring interviews, led practices and more.

Register here: <http://thecenterformindfuleating.org/event-2377366>

## **Five tips when writing a news release:**

TIP #1: Use the news release as a sales tool. The idea is to communicate a message to customers and prospects -- through the vehicle of a print or online article, or radio or television show -- hopefully adding the authority and credibility of the news outlet to the message.

TIP #2: Have a newsworthy story. To get your message communicated through a news outlet, you need to convince the reporter/editor that your message (or the story surrounding it) is newsworthy. So it's got to have appeal to the entire readership of the publication.

TIP #3: Write it like a reporter would write it. If your news release looks and feels like a real article, reporters will often just file it as a story with minimal editing. Therefore, it's up to you to make sure that your release looks and feels like a real article. No biz blab!

TIP#4: Provide some good quotes. Provide quotes that are memorable and personal; that bring real life stories to your messages, if possible.

TIP #5: Contact your top outlets personally. In addition to sending a news release, personally contact the reporters that you really want to cover the story.

<http://www.cbsnews.com/news/how-to-write-a-press-release-with-examples/>

*Enjoy as you help nourish mindful eating awareness, practices and appreciation throughout the world!*