**For More Information:**
[Contact Name]

[Contact Email]

**Annual National March Frozen Food Month Celebrates**

**Innovative Products, Frozen Staples, and Recipe Ideas**

**[City, State] [Date]** – March is National Frozen Food Month, reminding Americans to think about the freezer aisle in a fresh, real way. The National Frozen & Refrigerated Foods Association (NFRA) and **[member’s name]** are kicking off the month with a variety of fun initiatives, from tasty recipes showcasing frozen foods to a $10,000 sweepstakes, consumer giveaway and more.

Some of America’s favorite, most versatile foods can be found in the frozen food aisle, including options for every lifestyle and every food occasion. There are so many innovative products and ethnic cuisines to explore. Frozen foods also offer great value, from ready-to-cook meals to ingredients and produce that leave nothing to waste. In fact, did you know:

* Frozen foods are picked at the peak of ripeness and flash frozen, sometimes right on the field, locking in all the beneficial nutrients and keeping them in their perfect, just-picked state.
* Frozen fruits and vegetables are equally nutritious as their fresh and canned counterparts.
* Freezing acts as a natural preservative, so many of your favorite frozen foods contain no preservatives.
* Frozen foods are consistently priced year-round. You are paying for 100% edible food – no stalks, seeds or rinds. And many frozen foods are perfectly-portioned so there’s no waste.
* Frozen foods last much longer than their fresh counterparts. You can use just what you need and put the rest back in the freezer for next time – wasting less food and saving you money.

[member’s name] will be celebrating March Frozen Food Month with **[MEMBER TO INSERT BRAND/COMPANY ACTIVITIES AS APPROPRIATE/APPLICABLE]**

To learn more about National March Frozen Food Month, to enter the sweepstakes, or to find recipes or tips, visit [EasyHomeMeals.com](http://www.EasyHomeMeals.com) or **[member’s website].**

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**About NFRA**

NFRA is a non-profit trade association representing all segments of the frozen and refrigerated foods industry. NFRA sponsors national promotions ReDiscover Dairy & Frozen (January), March Frozen Food Month, June Dairy Month and Summer Favorites Ice Cream & Novelties (June/July); and provides consumer information such as food safety guidelines, meal preparation tips, recipes and sweepstakes opportunities through its Easy Home Meals consumer website and social media properties.

**[INSERT MEMBER BOILERPLATE]**