

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

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**Annual National March Frozen Food Month Celebrates**

**Real, Delicious Foods We’ve Enjoyed for Decades**

**[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 promotions, from a behind-the-scenes look at the world of frozen food and the journey from the field to the family table, to a $10,000 sweepstakes and a coupon giveaway.

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. Frozen foods offer great value, from perfectly-portioned 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, including distributors, local associations, manufacturers, retailers/wholesalers and suppliers. Headquartered in Harrisburg, PA, NFRA is the sponsor of March National Frozen Food Month, June Dairy Month, June/July Ice Cream & Novelties promotion and October Cool Food for Kids educational outreach program. NFRA provides consumer information such as food safety guidelines, meal preparation tips, recipes and sweepstakes opportunities at [http://www.EasyHomeMeals.com](http://www.easyhomemeals.com/).

**[INSERT MEMBER BOILERPLATE]**