

Sample Press Release

Use agency letterhead

RELEASE: IMMEDIATE (*or date, month, year, and time*) DATE: (*date distributed*)

Contact: (*Name and telephone number of contact person for more information*)

WIC PROGRAM PROVIDES ASSISTANCE FOR ELIGIBLE WOMEN, INFANTS, AND CHILDREN

(*CITY*) – WIC or the Special Supplemental Nutrition Program for Women, Infants and Children provides supplemental nutritious foods, nutrition education, breastfeeding support, and referrals to health care and community resources to participants. The WIC Program is available at (*insert name and location of local WIC agency*). You may apply for the WIC Program on (*insert days of the week*) from (*insert times of day*).

To be eligible a person must:

- Be a pregnant woman; a breastfeeding woman who has had a baby in the last 12 months; a woman who has had a baby in the last six months; an infant; or a child up to the fifth birthday;
- Reside in North Carolina;
- Meet income eligibility requirements: The gross annual household income cannot exceed 185% of the Federal poverty income guidelines; All Medicaid, Food and Nutrition Services (food stamps) and Work First recipients meet the WIC income eligibility criteria; and
- Have an identified nutritional risk as determined by a health professional.

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WIC Program Provides Assistance

Contact: *(Name and telephone number of contact person for more information)*

For more information about WIC or to make an appointment please visit *(insert local agency name and location)* or call *(insert local agency phone number)*. Or, visit

www.ncdhhs.gov/ncwic.

This institution is an equal opportunity provider.
