**Email #1 | Purpose:** to announce the challenge

**Subject line:** Join the 5 A Day Your Way Challenge!

***Suggested send date:*** March 2nd – March 6th

|  |
| --- |
| cid:93D0351E-198B-4EBA-803C-DC4810862876@home |
| Dear [agency/worksite name] employees: Next month is National Nutrition Month, and [Agency/worksite name] is celebrating with the **5 A Day Your Way Challenge**! The week-long challenge kicks off on **Wednesday, March 18th**. Eating more fruits and vegetables is one of the best ways to fuel your body and your life. Join the **5 A Day Your Way Challenge** to get into the habit of 5 servings a day!  Participants will receive daily email prompts, prompts, a personal tracker, healthy eating tips, and more! Participants can also ***enter to win*** a healthy eating prize at the end of the challenge.[**Sign up today!**](https://www.surveymonkey.com/r/5aday2020)Follow [**@workwellnyc**](http://www.instagram.com/workwellnyc) on Instagram for challenge information, nutrition facts, meal planning tips, and everything you will need to get ready to go for **#5ADayYourWay**. **Questions?** Contact [Ambassador name and email], visit [**www.nyc.gov/workwellnyc**](http://www.nyc.gov/workwellnyc), or email **workwell@olr.nyc.gov**.  |
|  |

**Email #2 | Purpose:** reminder to join the challenge

**Subject line:** It’s National Nutrition Month – Join the 5 A Day Your Way Challenge!

***Suggested send date:*** March 9th – March 13th

|  |
| --- |
| cid:93D0351E-198B-4EBA-803C-DC4810862876@home |
| Dear [agency/worksite name] employees: The **5 A Day Your Way Challenge** is almost here!Join WorkWell NYC and **strive for 5** servings of fruits and veggies each day from **Wednesday, March 18th to Tuesday, March 24th**!Sign up for the challenge [**here**](https://www.surveymonkey.com/r/5aday2020)to receive daily prompts, a personal tracker, healthy eating tips and more! Participants can also ***enter to win***a healthy eating prize at the end of the challenge.[**Sign up today!**](https://www.surveymonkey.com/r/5aday2020)Follow [**@workwellnyc**](http://www.instagram.com/workwellnyc) on Instagram for challenge information, nutrition facts, meal planning tips, and everything you will need to get ready to go for **#5ADayYourWay**.**Questions?** Contact [Ambassador name and email], visit [**www.nyc.gov/workwellnyc**](http://www.nyc.gov/workwellnyc), or email **workwell@olr.nyc.gov**. |
|  |