

BECOME A BRAND AMBASSADOR

Inspire everyone to join you in the 2015 VegOut! Challenge



4 SIMPLE STEPS

- 1. REGISTER** to take the challenge between February 21 and March 15 at www.vegoutwithrfs.org. You can even start a team – of course calling it something catchy.
- 2. MAKE** a short selfie video declaring for the world that you are up to the challenge and call on at least one of your friends or colleagues by name to take the challenge too—maybe even join your team. Post the video to social media after February 21 with hashtag #vegout2015 and the link www.vegoutwithrfs.org. Make sure to tag your friend(s).
- 3. SHARE** your VegOut! Challenge all month long throughout your social media sites and on your own blog. Tell your fans and friends what veg you are eating, where you are eating, how you're cooking your veg, where you're buying veg, the crazy things you're trying, your efforts to get friends and family on board, what you love and what you hate, take snaps and video--the whole experience! **Don't forget to use the hashtag #vegout2015**
- 4. HAVE FUN**

THOUGHTS for your selfie video:

[Shot while crunching on a carrot or cruising the produce aisles or at the farmers market]
"I'm taking the VegOut! Challenge in March and I am calling on [friend's name] to join me by eating 30 different veggies in 30 days. [Friends name], if you step up to the plate, and pile it with veggies, I will [some ideas]. . .

- o Eat lima beans—and you know how much I hate them!
- o Take you out to dinner at your favorite restaurant
- o Cook a celebratory meal for you
- o Buy you a glass of wine
- o Make a donation to Recipe for Success Foundation to help combat childhood obesity by changing the way kids eat.

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VEGGIES! 30 WAYS IN 30 DAYS
TAKE THE CHALLENGE!

www.VegOutWithRFS.org