







**A national awareness campaign for gluten-free living through
the restaurants that support persons living with gluten intolerances.**

Sponsored by the Gluten Intolerance Group of North America®

YOU ARE INVITED:

Become a Campaign Leader for the Gluten Intolerance Group of NA in the “Chef to Plate - Celebrating Restaurants Serving Up Gluten-Free Awareness” international awareness campaign.

-  Anyone can be a Campaign Leader
-  You do not need to be part of a support group
-  All materials will be provided
-  Tips will be given on how to approach restaurants by email or in person

THE PURPOSE:



The purpose of this campaign is to spread awareness of celiac disease and gluten intolerances through the restaurants that currently provide gluten-free offerings. ***It is not about the promotion of any specific restaurant program.***

WHAT RESTAURANTS:

Any restaurant that offers a gluten-free menu can get involved. This program is not about getting new restaurants involved in serving gluten-free meals, but about working with those that already offer gluten-free meals and bringing awareness of gluten intolerances to the community through these restaurants.

GET INVOLVED:

As a Campaign Leader you will:

-  Get restaurants to agree to display information (provided) about gluten intolerances during May.
-  Share the news about this gluten-free dining opportunity in your community! Your friends, family, acquaintances and the public.
 - Press release templates will be supplied
 - Sample flyer for promoting the Campaign will be supplied

We hope that you are as excited about this campaign as so many others are, and that you will want to be part of its success.

Sincerely,

Chef to Plate Campaign Coordinators:

Rebecca Powell, Systems Management Associate – Social Division

Nichol Creach – Director of Social Programs

Channon Quinn, Director of Industry Programs

Cynthia Kupper, Executive Director



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SIGN UP NOW TO PARTICIPATE:

Please allow at least 6-8 weeks to work on this campaign. Allowing 10 weeks gives plenty of time to advertise the campaign in local media outlets.

Please complete the following section and either email (rebecca.powell@gluten.net); phone (253-833-6655, ext 109); fax (253-833-6675); or mail to **GIG/Chef to Plate Awareness Campaign**, 31214-124 Ave SE, Auburn, WA 98092.

Chef to Plate Awareness Campaign

I would like to be a part of the campaign.

_____ I will serve as a local Campaign Leader

_____ I would like to volunteer in other ways – please contact me.

Complete the following section for each participating restaurant and/or Campaign Leader.

Campaign Leader: _____

Phone _____ Email: _____

Complete mailing address: _____

The best way and time to contact is: _____