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[Close Window](#)**From:** Amy Kalafa <producers@angrymoms.org>**Subject:** News from Two Angry Moms**Reply:** producers@angrymoms.org[\[View HTML Version\]](#) [\[View Text Version\]](#) [View Printable Version](#)

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Fighting for the Health of America's Children.
Working for better school food.

In this newsletter:

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- Teleconference

USA Today

Read about *Two Angry Moms* in *USA Today*!

[Link](#)

Screening Kit Sales

Order now for EXCLUSIVE availability of *Two Angry Moms* DVD

IT'S A MOVIE, IT'S A MOVEMENT

....and it's ready! August 2007

Greetings!

It's a Movie!! We've wrapped the production and sent the digital master off to the duplicators. You can now sign up to host or attend an exclusive Two Angry Moms screening event and receive your screening kit in time for a September 10th event.



Our work isn't over. In fact, a new phase of the project is just beginning. We're planning a National School Lunch-In event to raise awareness, we're organizing teleworkshops and we're pre-selling individual DVDs. We still need funds to send Amy and Susan on a national Two Angry Moms tour. And we're creating a shorter "educational" version packed with bonus materials for school districts, wellness committees, and angry moms and dads to use as a training tool as they champion the issue of better food in their schools. Please support our work by ordering the

delivered by September 10th!

DVD Sales

Pre-Order your copy of *Two Angry Moms* DVD now!

Our Sponsors



**BECOME
A
SPONSOR**

Does your organization support healthy kids? Would you like to be featured in the credits of *Two Angry Moms*?



upcoming DVD and other items from the new [Two Angry Moms shopping cart](#).

While school food looms ever larger in the news, (and now obesity is shown to be socially contagious!) we still don't hear about much progress in America's child health crisis. I'm hoping the debut of *Two Angry Moms* will shift the focus from the problem to the solution.

I appreciate all the support that our e-group of "angry moms" has offered over these past two years of production. As we show the movie and grow the movement, I look forward to reaching that "tipping point," where a revolution for healthy food in our schools becomes inevitable. Have a great summer!

Warmly,

Amy Kalafa

National School Lunch-In

The Two Angry Moms National School Lunch-In will run from October 15th -19th. It will be held concurrently with the School Nutrition Association's (SNA) annual National School Lunch Week and follows the USDA guideline suggesting that every parent should go to school and have lunch with their child.



So how is this different? We are asking every angry mom/dad in the country to "do lunch" with their kids that week -- to do it with their eyes open and to ask a lot of questions. And, of course, we're asking you to get the word out to as many other parents as you can.

While you're lunching - read more than the menu. Ask to see a list of ingredients for every item in the cafeteria. Read labels, check out what's in the vending machines. Don't be fooled by health claims and "low calorie" branding. How much of the food being served is real food and how much of it includes flavorings, artificial sweeteners, preservatives, binders and unpronounceable ingredients?

Ask yourself how healthy you would be if you ate this food as your primary source of nutrition for ten months of the year.

Then ask your school board for a wellness policy that



Find out how you can become a sponsor. Click [HERE](#) or email: producers@angrymoms.org



requires real food, not junk! [Let us know](#) how your visit goes and [send us your favorite school food photos](#) - we'll post them on our site.

Host a Screening

If you want to make a difference and improve school food in your community, hosting a Two Angry Moms screening is a great way to start the process, rekindle the flame, or just get people educated, inspired and focused on the issue.



Timed to raise awareness leading into the Two Angry Moms National School Lunch-In event (see above), *Two Angry Moms* previews are being offered exclusively through hosted events between September 10 and October 19. We will get you everything you need in time to pull it off, and your group will be among the first in the country to see the film. [More....](#)

Grow The Movement

An event is only an event if someone participates. First they need to know about it. We need your help to get the message out about the movement, the movie, the National School Lunch-In, and to insure that the issue of better school food becomes the issue for the year. We are approaching national press and have communicated with state level PTA/PTO/PTSA's but, with our limited resources, we need your help on the local front.



E-mail/mail this [LETTER](#) to your local parent association president. It asks for their support in getting the message out to their members about the movie, the movement and the National School Lunch-In. Don't know who they are? Call your local school. Get your friends to send the letter as well. Send it to people you know in other school districts and ask them to send it to their parent association president.

E-mail/mail this [PRESS RELEASE](#) to every local newspaper, magazine, public access station, newsletter, penny saver etc. you can think of. If you can, call them after you have sent the e-mail and remind them to put the National



sent the e-mail and remind them to put the National School Lunch-In on their community calendar. Even if you just send it to one of these it would help.

E-mail/mail this [RADIO SPOT](#) to your local radio station. Ask them to read it on air and include the National School Lunch-In on their community calendar.

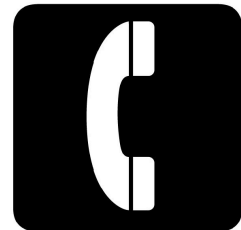
This is something we can all do. It doesn't take a lot of time, but it is important to do it now. Everything is in place, and a successful Fall promotional push will make your efforts toward better school food more effective in the long run.

Angry Mom of the Month - Judy Shasek

Judy Shasek says she's not angry, just annoyed. Judy is a mom, a grandma, and a longtime teacher. As a teacher, she specialized in reaching kids who weren't being reached. As an entrepreneur, she created an online exercise curriculum for teachers ([generation-fit.com](#)). As the volunteer executive director of [get-outta-my-face.com](#), Judy helped a group of Central Oregon teens incorporate a non-profit organization. Their mission: to counteract the 12 billion dollars spent annually by junk food advertisers. How will they do it? "GOMF" will collect 10,000 video, print, games and other media projects aimed at showing kids smart food, beverage and lifestyle choices. [More.....](#)

Teleconference

If you are in the process of forming a local group, or have just gotten one off the ground, if you have a local parent association that wants to put better school food on their agenda and wants access to experts in the field, if you want guidance and information specific to your needs, consider booking a private teleconference facilitated by Amy, Susan or one of the experts featured in Two Angry Moms.



[More.....](#)

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TWO to TWO MILLION

Former Texas Commissioner of Agriculture Susan Combs

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- [NY Coalition for Healthy School Lunches](#)
- [Dr. Susan Rubin](#)

said it's going to take TWO MILLION angry moms to change school food. That's where YOU come in! Please join us.

email:producers@angrymoms.org
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