

You Are Invited to Celebrate MyPlate's 2nd Anniversary



WHO:

MyPlate National Strategic Partners, federal partners, and MyPlate friends.

WHAT:

Wish MyPlate a Happy Birthday and help spread the word about MyPlate's new Facebook page.

WHERE:

On the internet of course! Celebrate by sharing MyPlate on blogs, Twitter, Facebook, Pinterest, Instagram ... you name it.

WHEN:

The week of June 2-8, 2013. (The official birthday is on June 2nd.)

HOW:

Share these messages and images on your social media pages throughout the week of June 2-8. Or get creative and write your own birthday message! Make sure to mention MyPlate in your posts and link to MyPlate's new Facebook page: www.facebook.com/myplate.

- Happy Birthday MyPlate! Today MyPlate turns 2! Celebrate healthy eating by liking MyPlate on Facebook and by sharing this post. www.facebook.com/myplate
- Sending a big birthday shout-out to MyPlate! Happy 2nd birthday! You can wish them a happy birthday too by liking their page: www.facebook.com/myplate
- Wishing MyPlate a happy and healthy birthday! Like MyPlate on Facebook to get healthy eating tips and recipes. www.facebook.com/myplate
- Two years ago First Lady Michelle Obama helped launch the USDA's food icon, MyPlate. Happy birthday MyPlate- thanks for inspiring us all to build healthier plates! www.facebook.com/myplate
- Did you know that MyPlate has been around for 2 years?!?! This week is MyPlate's 2nd birthday. Help us wish MyPlate a happy birthday by liking MyPlate on Facebook, by sharing this post, and by eating a MyPlate-inspired dinner tonight. www.facebook.com/myplate

If you plan to use Twitter, Pinterest, or Instagram for MyPlate's birthday, make sure to use the hashtag **#MyPlateBirthday**.

We can't wait to celebrate with you all! Thank you for the continued support.

*Questions? Shoot us an email: MyPlateSocialMedia@cnpp.usda.gov