



Dear Challenge Taker,

Hello and welcome to the *HardCORE CT Apple & Pear Challenge*! This campaign was designed to help you celebrate **CT Grown for CT Kids Week** (October 7-11, 2019) and **National Farm to School Month** this October through promotional materials, educational activities, and local purchasing support.

Taking part in the challenge is simple and flexible! All you have to do is:

- **Eat a CT apple down to it's core**
and/or...
- Try two different types of CT apple or pear
- Visit a CT orchard
- Try out a new apple or pear recipe
- Any other kind of fun apple or pear activity you come up with on your own! Feel free to get creative and let us know how you're participating.

Be sure to check out the many electronic resources on our website:

<https://putlocalonyourtray.uconn.edu/hardcorechallenge/>. Here you'll find a treasure trove of apple recipes, lessons + activities, communications support, community engagement templates, and downloadable graphics to use however you see fit.

We'd love to hear what fun you're having with apples and pears at your schools! Feel free to tag us on Facebook and/or instagram @putlocalonyourtray. Use the hashtag #CTgrownforCTkids to join the fun! If you have an exciting local apple or pear event coming up during CT Grown for CT Kids Week, invite us over! We can promote your event online, and help you the day of.

If you have any questions, our team is here to help out:

Molly Deegan, Program Co-Coordinator

(203) 824-7175 molly.deegan@uconn.edu

Chelsey Hahn, Program Co-Coordinator

(860) 982-5019 procurement.putlocalonyourtray@gmail.com

Shannon Raider-Ginsburg, Farmer Liaison

(860) 318-6813 sales.putlocalonyourtray@gmail.com

Crunch on,

The Put Local on Your Tray team

