

Host an Apple Crunch Day Event!



What is Apple Crunch Day?

Apple Crunch Day is part of National Food Day, an opportunity to promote eating a healthy diet – and one that includes vegetables and fruits like apples! The first Apple Crunch took place in The Big Apple – New York City – in 2013, and the popular event has since spread across the country.

This is a day where you can join thousands of people across the United States in biting into a delicious, juicy apple!

Planning Your Event

- 🍏 Set the day(s) for your event – any time between Sunday, October 23, and Saturday, October 30.
 - Select a location, time and date you feel will maximize participation.
- 🍏 Determine the type of event you wish to hold
 - One day event or a week-long event?
 - Get creative! Your event could be anything from having people bring an apple and all “crunch” at the same time or sharing favorite healthy recipes using apples to a potluck with healthy apple recipes or an educational program on the benefits of eating fruits and vegetables. Events involving kids might include activities like reading a book about apples or having a coloring contest using an apple picture.
- 🍏 Determine where you can get apples (local farmers, farmers’ markets, grocery stores, or even host a “BYOA” event....that’s Bring Your Own Apple!).
- 🍏 Who will participate in the event? (employees, church congregation, students, the public, etc.)
- 🍏 How will you publicize the event?
 - Emails / E-newsletters
 - Social Media Posts (see page 2 for sample posts!)
 - Church Bulletin

Share Your Event With Us!

What are you planning for Apple Crunch Day? Email us at livewell@siouxfalls.org and let us know. We’ll promote your event on our website and through social media.

Take pictures of your event or of you crunching on an apple and post them using the hashtag #LiveWellAppleCrunch – we may just feature your photo on our website and social media pages!

Sample Social Media Posts

Share these posts – or create your own to share – on Facebook, Twitter and Instagram! Be sure to include the hashtag #LiveWellAppleCrunch. Include some photos, too!

Did you know apples are a great source of fiber? Fiber in your diet can help reduce, blood sugar swings, lower cholesterol, and fill you up without costing you too many calories. Fill up on this healthy snack for #LiveWellAppleCrunch Day October 24.

Did you know that red apples contain an antioxidant called quercetin that can help boost your immune system? Maybe an apple a day really can keep the doctor away! Give your health a treat on #LiveWellAppleCrunch Day October 24.

Let's Get Crunchin! #LiveWellAppleCrunch Day is October 24.

An Apple A Day...is a great healthy treat! Try one on October 24 for #LiveWellAppleCrunch Day.

Apples and apple products can help reduce LDL (low-density lipoprotein) or "bad" cholesterol levels and protect against heart disease. Make your heart happy – eat an apple for #LiveWellAppleCrunch Day October 24.

Did you know the average U.S. consumer eats about 19 pounds of fresh apples a year, or about one apple per week? Apples taste great and are good for your health. Try more than one variety this week as part of the #LiveWellAppleCrunch!



Feel free to use our Live Well apple mark – but we'd love to hear from you how you plan to use it! And, be sure to mention Live Well Sioux Falls or use the hashtag #LiveWellAppleCrunch.

You can reach us at livewell@siouxfalls.org