

The MyPlate Anniversary Celebration Starts this Sunday, June 2nd

MyPlate's 2nd birthday is on June 2, 2013 and USDA is throwing a week-long virtual party. We're asking everyone to wish MyPlate a Happy Birthday on [Facebook](#)! The sample messages and images below can be used throughout the week of June 2-8 to share with your Facebook followers and friends. You can also create custom MyPlate messages for your Facebook pages.

Twitter fans can participate, too! Let your Twitter followers know they can join the party by sharing the tweets below. Make sure to mention @MyPlate in your posts and link to MyPlate's new Facebook page: www.facebook.com/myplate.

Partners and fans are also welcome to use the attached images and messages to create a Birthday Wish on Pinterest or Instagram. We are excited to get the celebration started and invite you to party with us all week long. Visit our Facebook page often – to highlight the birthday we will have new [MyPlate Kids' Place](#) posts throughout the week.

FACEBOOK

- 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

MyPlate Kids' Place launched on May 30, 2013, just in time for the birthday celebration. During the Birthday Week, we will be promoting the new MyPlate Kids' Place resources. Below is a calendar with sample posts to help our partners promote the MyPlate Kids' Place on their Facebook pages. Use the calendar to coordinate with our MyPlate Facebook promotions.

Tuesday 6/4	Kids have a new place to play! Just in time for MyPlate's 2 nd birthday - MyPlate Kids' Place. Kids can explore new interactive games and learn about healthy eating and being active. http://www.choosemyplate.gov/kids/Games.html	
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	<p>Check out MyPlate on Facebook to find more fun resources!</p> <p>www.facebook.com/myplate</p>	
<p>Wednesday 6/5</p>	<p>For MyPlate's 2nd Birthday, it's a week-long party. Visit the new MyPlate Kids' Place to find healthy ways to celebrate. Take a look at videos and songs made for just kids to keep the party rockin'.</p> <p>http://www.choosemyplate.gov/kids/VideosSongs.html</p> <p>To keep the birthday party going, like MyPlate on Facebook.</p> <p>www.facebook.com/myplate</p>	
<p>Thursday 6/6</p>	<p>Have you wished MyPlate a Happy Birthday? MyPlate is 2 years young this week! Help your young ones learn the food groups with fun activity sheets at MyPlate Kids' Place.</p> <p>http://www.choosemyplate.gov/kids/ActivitySheets.html</p> <p>Share what your child learns when you visit MyPlate on Facebook. www.facebook.com/myplate</p>	
<p>Friday 6/7</p>	<p>During MyPlate's birthday celebration, keep everyone active. Help kids move more with at least 60 minutes of physical activity each day.</p> <p>http://www.choosemyplate.gov/kids/MoveMore.html</p> <p>Visit MyPlate on Facebook to find great new resources for kids!</p> <p>www.facebook.com/myplate</p>	

TWITTER - The hashtag for the event is #MyPlateBirthday.

- Help celebrate @MyPlate turning 2 years old! Like MyPlate on www.facebook.com/myplate #MyPlateBirthday
- MyPlate celebrates its 2nd Birthday. Like @MyPlate on Facebook to get #healthy eating tips & #recipes. #MyPlateBirthday www.facebook.com/myplate
- Happy birthday @MyPlate! You've inspired us to eat healthier for 2 years and counting. #MyPlateBirthday www.facebook.com/myplate
- #MyPlateBirthday "wish" is to have more @MyPlate Facebook fans. Please visit & click on the LIKE button www.facebook.com/myplate
- Celebrate @MyPlate 's Birthday this week by pinning a healthy recipe on @Pinterest. Use hashtag #MyPlateBirthday

Thank you all for helping to elevate the event and spread the word about MyPlate during the anniversary week. We can't wait to celebrate with you!

Happy Birthday MyPlate!



Highlight the food groups on your lunch line's name cards and menu boards using free food group graphics from Team Nutrition.

The graphics are part of a collection of ***Serving Up MyPlate*** resources that reinforce healthy eating messages in the elementary school classroom, cafeteria, and at home. Schools participating in the school meal programs can order free print *Serving Up MyPlate* materials using the ***Team Nutrition Order Form***.

<https://www.facebook.com/MyPlate>

