



BRIGHT FROM THE START
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Memorandum

To: All CACFP Participants

From: Jackie Romain, Director
Nutrition Services Division

Date: July 19, 2006

Re: Media Releases

Each year during the application renewal period, Bright from the Start will issue a statewide media release on behalf of all institutions currently participating in the Child and Adult Care Food Program (CACFP). This means that all participating institutions and facilities that were approved to operate during the previous fiscal year will be included in the statewide release. However, all new institutions are required to issue a media release and sponsoring organizations must also issue a media release for its new sponsored facilities (7 CFR 226.23 (d)).

Media releases issued by sponsoring organizations of day care homes, emergency shelters, and other institutions that have non-pricing programs are not required to include the income eligibility guidelines for free and reduced-price meals. Releases by sponsoring organizations of day care homes and other institutions that have non-pricing programs are required to state that meals are available for all participants at no additional charge.

Institutions or sponsoring organizations of centers that have pricing programs are required to include the income eligibility guidelines for free and reduced-price meals and state that free and reduced-price meals are available to all children meeting the approved eligibility criteria.

Media releases for childcare centers must also state that children who are TANF, recipients, food stamp, FDPIR households, or Head Start participants are automatically eligible to receive free meal benefits. Releases for adult day care centers must state that

adult participants who are members of food stamp or FDPIR households who are SSI or Medicaid participants are automatically eligible to receive free meal benefits.

Regardless of the type of program or center, all media releases must state that meals are available to all participants without regard to race, color, national origin, sex, age, or disability.

For questions concerning this memorandum, please contact Marissa L. Hamm Policy Administrator, at (404) 651-7181.