



dineSMART

FOOD LITERACY CENTER

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About Food Literacy Center

Our mission is to inspire kids to eat their vegetables. We provide 14-weeks of free cooking and nutrition classes to 1,000 low-income elementary students each semester. These at-risk kids fall in love with healthy food and learn to become advocates for their own health.



Audience



76% of readers are women

31% are 25 - 34

33% are 35 - 44

14% are 45 - 54

11% are 55+



About dineSMART

Food Literacy Center partners with the best local restaurants to align our strong brand with those restaurants that share our vision of vegetable-forward, seasonal dishes. Each restaurant selects a veggie forward dish, and a portion of the proceeds (either \$1 or 10%) benefits the Food Literacy Center in an ongoing partnership. Our donors--and your diners--love knowing you give back to a cause they care about.

Benefits

- Quarterly social media mentions
- Quarterly listing in email newsletter
- Quarterly in-studio cooking demo media pitches
- Media partnerships with Entercom Radio, Sacramento365, and Visit Sacramento to promote dineSMART partners
- NEW: Visit Sacramento offers new participants complementary restaurant partnership

Reach

April 2019
Last 30 days

Website Page Views:
12,187

Website Visitors:
5,243

Facebook Likes:
5,681

Email Subscribers:
4,095

Instagram Followers:
3,052

Twitter Followers:
2,428

Connect

- www.facebook.com/FoodLiteracyCenter
- www.twitter.com/FoodLitCenter
- www.instagram.com/FoodLiteracyCenter



Reader Location

In California, 58% are from the Greater Sacramento Region

Participating Restaurants



Visit Sacramento offers a complementary restaurant partnership to new dineSMART partners.