

JOIN WORKWELL NYC FOR

THE BIG APPLE CRUNCH!

The **Big Apple Crunch** is an annual event that began in New York City in 2012. It was created by GrowNYC and the NYC Office of Food Policy to celebrate National Food Day.

Follow the guidelines below to host a Big Apple Crunch event at your worksite and promote consumption of local farm-fresh fruits and vegetables!

Who: NYC Employees at your worksite.

What: Organize a crunch of locally grown apples at the same time and same place as others in your agency and across the country

When: October 25, 2019 (or any date and time when you anticipate the best attendance).

Where: Any common space will work, such as a conference room, cafeteria, or lobby. Book a room that works best for you!

How:



BYO...Apples: Procure apples for your employees or ask that they bring their own. Farmers' markets across the city are full of fresh, local apples. Find a nearby market [here](#).



Spread the word: Use the WWNYC flyer template or create your own to advertise your Big Apple Crunch event.



Gather, crunch, and snap: On Big Apple Crunch day, make sure to take photos of your employees crunching on their apples! **Share** your crunch with WorkWell NYC and email pictures to Workwell@olr.nyc.gov or tag us on Instagram [@workwellnyc](#) with the hashtag [#workwellnyc](#)



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