

Get Involved

NATIONAL BLUEBERRY MONTH 2022

The U.S. Highbush Blueberry Council (USHBC) is unleashing the power of blueberry lovers nationwide this July! **National Blueberry Month** will be an epic summer celebration as USHBC inspires fans to show how blueberries give them a boost. We'll connect blueberries to the best parts of everyday life, driving engagement and demand.

Even better, it's all for a good cause: As part of the month-long celebration — which includes media relations, social media activations, and experiential marketing — USHBC is partnering with No Kid Hungry to provide kids in need up to 500,000 meals over the month. Each social post by consumers about blueberries throughout July will equal a \$1 donation to help feed kids in need.

Get involved this summer by taking part and engaging with our resources and activations that will be going live throughout the month

Here's how the blueberry industry can participate:



DOWNLOAD THE NBM TOOLKIT (New updates coming May 2022)

Download the toolkit and use the resources to promote National Blueberry Month and participate in our 31-Day Challenge! This toolkit will offer social graphics, digital materials, new recipes, a 31-day challenge calendar, and other turnkey resources to use as promotional materials and encourage consumer participation all month long.



DONATE BLUEBERRIES

Donate Blueberries by visiting our No Kid Hungry Blueberry Donation form on ushbc.org/donate! We're giving the blueberry industry the voluntary opportunity to donate blueberries — fresh or frozen — to summer distribution centers across the country so blueberries will be enjoyed and appreciated by all kids in need. By visiting this form you can give back some blue, however big or small! If you're interested in participating, please fill out a donation form via the QR code or link above by March 30th.



HOST A BLUEBERRY BOOST-OFF

Host your own kick-off party to get your audience excited about what's to come in July for National Blueberry Month! Resources will be available to get involved in the celebration as USHBC counts down to the July challenge.

GrabABoostOfBlue.com

