



## Email Outreach Template

### Georgia WIC For Your Family

Hi [insert name/program],

The Georgia WIC program is **here for your family!** Visit the new Georgia WIC website at [wic.ga.gov](http://wic.ga.gov) to learn more about the WIC program and check your family's eligibility. On the site, you can explore how **WIC helps Georgia families eat well and be healthy.**

The WIC program provides benefits for GA families such as:

- **Healthy food benefits** that enable you to purchase nutritious foods at grocery stores, farmers markets, and pharmacies with an eWIC card, similar to a debit card. That means money for eggs, milk, infant formula, fruits, veggies, grains, dairy – and more!
- **Nutrition services** including one-on-one appointments with nutritionists, registered dietitians, and additional resources to help participants learn about the nutritional needs of growing infants and children.
- **Breastfeeding support** by providing counselors, peer buddies, educational materials, and supplies to support all moms learning about or going through the breastfeeding process.

This free program is available to pregnant women, new moms, breastfeeding moms, as well as parents or guardians (including dads, grandparents, and foster parents) who are the sole provider of children under age five who meet the income and nutritional requirements. You can **easily access the WIC application** link and **find the closest participating clinics and authorized vendors** all on the GA WIC site, [wic.ga.gov](http://wic.ga.gov).

If you're already participating in the program, you can also **check your eWIC card balance** and access additional resources. **WIC is for your family - because your children deserve a healthy start!**

[Learn more at wic.ga.gov today.](http://wic.ga.gov)

Thank you,

[Partner/organization sign off]

A promotional banner for Georgia WIC. The left side has a blue background with the text 'Georgia WIC is for your family' in white, followed by 'Food, Education, Support' in a smaller white font. Below this is an orange bar with the text 'Learn more at wic.ga.gov' in white. The right side features a photograph of a family (mother, father, and two children) sitting on a couch and reading a book together. Below the photo is the text 'This institution is an equal opportunity provider.' and the Georgia WIC logo, which includes the DPH logo and the text 'GEORGIA WIC Women, Infants & Children'.