

31-DAY CHALLENGE

Grab a Boost, Give a Boost with Blueberries

In July, your social posts about blueberries can add up to \$50K in donations to No Kid Hungry!



Are you ready for an epic celebration? July is **National Blueberry Month** and, while we know you love blueberries year round, we're using these sunny summer days to especially celebrate grabbing a boost of blue – all for a good cause! We've put together a list of daily tips designed to boost the whole you, lifting the mind and body.

THIS 31-DAY CHALLENGE IS TO SHARE ON SOCIAL MEDIA HOW YOU GRAB (AND GIVE) YOUR BOOSTS OF BLUE!

Throughout July, for each blueberry boost you post – whether it's from our list below or your own creative mind – the U.S. Highbush Blueberry Council will donate \$1 to No Kid Hungry. Just tag @blueberries on Instagram, Facebook, Twitter or TikTok, to help raise up to \$50,000 and 500,000 meals for kids in need.

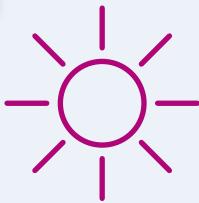
Join us for this fun, meaningful challenge to get you doing good and feeling good when you grab a boost of blue! (Bonus: You'll pick up some great tips to inspire you all year long.)



31 DAYS, 31 BOOSTS OF BLUE



Start your day with a few minutes of quiet time and your beverage of choice. Try our **Blueberry Chai Latte** or **Blueberry White Hot Chocolate**!



Soak up the sunshine for at least 15 minutes daily for a vitamin D mood boost. Just don't forget the sunscreen – or your water, best served with **Blueberry Ice Cubes**.



Make it pizza night at the pool or back yard, with **not-your-average flatbreads** and even **fruit pizza** for dessert!

Cool down on a scorching day with **frozen blueberries**, a nutritious snack that's simple to pack and eat.

Grab a **nutritious snack** like **blueberries** if you find yourself hitting that afternoon slump.



Celebrate **National Blueberry Muffin Day** on July 11 your way: small (**Blueberry Mini Muffins**), streusel-y (**Blueberry Streusel Muffins**) or even sippable (**Blueberry Muffin Smoothie**).

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Prep healthy, tasty, always-ready snacks. Divide a carton of blueberries between several small, reusable containers or bags, then stash in the fridge or freezer.

Own the July 4th flavor with yummy **Red, White and Blueberry Popsicles** to enjoy with family and friends.



Indulge your green thumb by planting and tending fresh herbs. You can't go wrong with basil, which pairs perfectly with blueberries in **smoothies**, **salads** and even **savory mains**.



Enjoy blueberries **at every meal** for **National Blueberry Day**...just boosts of blue all day on July 8, from **breakfast** to **dinner** and **dessert**, plus **everything in between**.

Start a self-serve breakfast tradition. For the summer months, try a refreshing **parfait** station with as many toppings as you like – as long as blueberries are on the list.





Send a thank you note to someone you appreciate, and to make it twice as nice, pair it with a sweet treat like **Blueberry Chocolate-Covered Pretzels**.

Snuggle up with a furry, feathery or scaly friend...and share your blueberries. (In general, animals can enjoy them, too, but it's a good idea to check with your vet first!)



Be a tourist in your own town. Where have you always meant to go? Plan an outing, complete with a packable, snackable treat like **Easy Blueberry Fruit Leather**.



Spend time with your friends... for some exercise! Walk, bike, play tennis, whatever you prefer – then cool off together with refreshing coconut **Blueberry Creamsicles**.



Spend time with your friends... for an adults-only night! There's no better excuse to whip up a pitcher of **Sparkling Blueberry Lime Tequila Punch**. Sharing a **charcuterie or snack board**? Be sure to add some blues...for that pop of color, taste, and health!

Summer is a great time to slow down and be mindful of your mental and physical health. Do some homework on the **benefits of blueberries** and other fruits and vegetables that can inspire you year round.



Surprise someone with a baked boost of blue. The options are endless, from **Blueberry White Chocolate Cookies** to **Blueberry Lemon Poppy Seed Bread** and **Blueberry Babka**.



Enjoy a movie night. Whether you cuddle on the couch at home or check out the nearest drive-in theater, **Almonds, Pistachios & Dried Blueberry "Popcorn"** will make it memorable.



Switch up your summer grill game with **Blueberry Barbecue Sauce**. Don't sleep on **Blueberry Barbecue Baked Beans**, either!

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Listen to your body. There's a lot of noise out there, but you know what hunger and satisfaction feel like for you – fuel your body with **healthy swaps** that taste and feel good.

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Stock your kitchen with heart-smart foods like blueberries using **guidance from the American Heart Association**.

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Relax in a warm bath with a cool drink. A refreshing **Blueberry Sparkler** cocktail or **Blueberry Mint Soda** instantly turns your bathroom into a spa.



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Drink more water – it's especially important in the summer. But, make it fun! Drop some blueberries in unsweetened sparkling water to stay hydrated and feel fancy.

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Spend time with your friends...for a play date! Let the kids blow off steam together, and when they need a rest, serve up **Creamy Blueberry Lemonade**.



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Tackle a tricky to-do list by starting with something simple – like bagging blueberries for to-go weekend snacks – then taking that momentum into a harder task.

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Make America's Best Blueberry Pie, aka the **Ginger 'n' Spice Bubbling Blueberry Pie**. (This is just always a good idea.)



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Help kids keep their math skills sharp. Blueberries are perfect for practicing, from counting for the young ones to measuring and calculating **recipes for older kids**.

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Pick your own fresh blueberries and other produce. Find a local **blueberry U-pick farm** for an experience you won't forget!



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Try fruits and vegetables in every color of the rainbow. Each time you go to the grocery store, pick produce in a new color – but remember that blue(berry) goes with everything!

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Jot down a few things you are grateful for and a few things you accomplished at the end of each day. Stimulate your brain with a light snack like **Blueberry Coconut Bark**.

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You deserve to enjoy the delicious taste and healthy benefits of blueberries every day – and the only thing better than getting a boost of blue is giving one. Thank you for sharing your blueberry love and helping USHBC and No Kid Hungry feed kids across the nation.

KEEP YOUR BLUEBERRY ENTHUSIASM GOING ALL YEAR LONG:

Visit blueberry.org regularly and ask **Alexa** to download the skill "A Blueberry Boost" for blueberry facts, tips and tricks. Follow USHBC on **Facebook**, **Instagram**, **TikTok** and **Twitter** for more blueberry inspiration in your news feeds.