



1 Sunset Avenue, Hatfield, MA 01038 • 1-800-FOODPLAY • 413-247-5400 • info@foodplay.com • www.foodplay.com

For Immediate Release
September 2008

Contact: Jenn Evans, FoodPlay Productions
800-366-3752 x112 • jenn@foodplay.com

New ways to help kids make good eating great fun!

OK, so you're watching your cholesterol, eating more fruits and vegetables, and switching to whole grains. But what about the children in your life? How can you help them get off the junk food track early on?

Did you know:

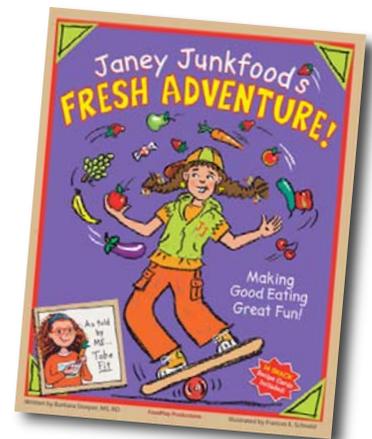
- childhood obesity has become the nation's #1 health epidemic, affecting one in three children?
- the average child in the U.S. consumes over 150 pounds of sugar a year, with a third coming from soft drinks? (Most kids, on average, drink 500 cans of soda annually!)
- only one percent of the nation's youth are eating the recommended servings of fruits, vegetables, calcium-rich foods, and whole grains?

What's a parent, grandparent, relative, or friend to do?

While it may be considered out-of-bounds for relatives or friends to comment on a child's eating habits, Barbara Storper, MS, RD, a leader in the field of children's nutrition, has come to the rescue with an enchanting new children's book—*Janey Junkfood's Fresh Adventure!*—designed to help kids get off the junk food track! This fun-filled book can work wonders, providing grown-ups with a fun, non-threatening approach to help make good eating great fun for the children in their lives.

Storper, recipient of top awards in her field including an Emmy Award, has over 25 years of experience making nutrition come alive for children. Readers follow Ace Food Detective, Tobe Fit, as she discovers the missing ingredient to her best friend Janey's juggling success—healthy eating habits. Presented in a colorful scrapbook format, *JANEY* provides kids with everything they need to take charge of growing up healthy and fit. Children learn the importance of breakfast, how to cut down on sugar, fun ways to eat more fruits and vegetables, how to decode food labels, and how to juggle their foods to wind up with a balanced diet.

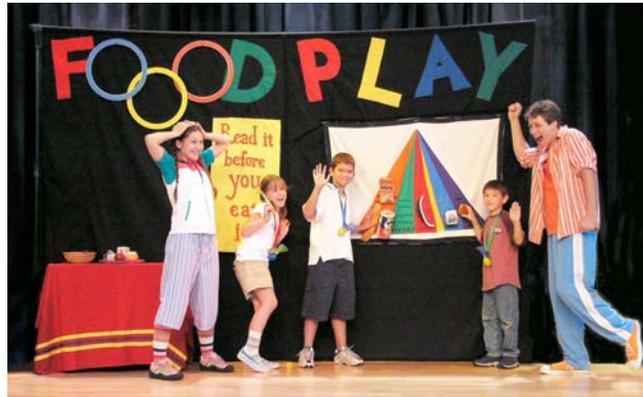
There are even “Tickets to Fresh Adventures!”—14 fun snack recipe cards for nutritious and delicious fruit and veggie snacks kids can make on their own, or with just a little help from a grown-up. According to Storper, “These snacks provide great opportunities for hands-on and taste-buds-on activities that adults can do with children; and studies show that the more children are involved with making healthy snacks, the more likely they'll want to eat them!”



For a copy of *Janey Junkfood's Fresh Adventure!*, free sets of snack cards, a downloadable Activity Guide, and a host of nutrition materials, visit www.foodplay.com.

~ more ~

Storper, founder and Executive Director of FoodPlay Productions, is not new to making nutrition come alive for children. Horrified at the thousands of TV commercials promoting junk food to children, Storper decided to fight fire with fire, and use similar techniques that advertisers have been using to market unhealthy products, to get kids excited about healthy eating. So, FOODPLAY was born—a national touring live nutrition theater show that brings together a cast of colorful characters, amazing feats of juggling, music, magic, and audience participation to schools, festivals, and special events—to turn kids on to healthy habits. Since her first production in Brooklyn, NY, in 1982, FOODPLAY shows have reached over three million children, received a host of awards, and according to USDA-sponsored evaluations, show dramatic success improving the nutrition and physical activity habits of children.



For a review copy of *Janey Junkfood's Fresh Adventure!*, or to arrange an interview with Barbara Storper, please contact Jenn Evans:
1-800-FOODPLAY (1-800-366-3752 x112) or jenn@foodplay.com
www.foodplay.com

###