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For Immediate Release

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

Finally — A Fun Way to Get Kids Off the Junk Food Track!

Did you know:

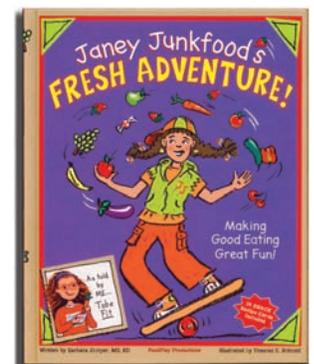
- the average child in the U.S. consumes over 150 pounds of sugar a year, with a third coming from soft drinks? (Most kids, on average, drink 500 cans of soda annually!)
- only one per cent of the nation's youth are eating the recommended servings of fruits, vegetables, calcium-rich foods and whole grains?
- while childhood obesity has doubled among children and tripled among adolescents, the fear of “fat” is causing eating disorders among younger and younger children?

What's a parent, teacher, child to do?

Barbara Storper, MS, RD, an Emmy Award-winning nutritionist and national leader in children's nutrition, has come to the rescue with **Janey Junkfood's Fresh Adventure!** — an enchanting new children's book designed to help kids get off the junk food track and make good eating great fun!

Storper, recipient of top awards in her field, brings 25 years of experience turning kids on to healthy habits to this just released book. Readers follow Ace Food Detective, Tobe Fit, a charming eleven-year-old, as she discovers the missing ingredient to her best friend Janey's juggling success — healthy eating habits. Presented in a colorful, scrapbook-style layout, the book provides kids with everything they need to take charge of growing up healthy and fit. Children learn how to decipher food labels, the importance of eating breakfast, the effects of a junk food diet, fun ways to enjoy fruits and vegetables, and how to “eat to win!”

There are even “Tickets to Fresh Adventures!” — 14 fun snack recipe cards for nutritious and delicious fruit and veggie treats kids will love to make and eat. And, children, parents, and teachers will be able to download free sets of snack cards, activity guides, nutrition factsheets, and tips on the FOODPLAY website — www.foodplay.com — to extend the food fun all year long.



Storper, founder and Executive Director of FoodPlay Productions (www.foodplay.com), is not new to the idea of making nutrition come alive for kids. While there are countless efforts to promote healthy habits, none are as exciting, award-winning, or effective as FOODPLAY — a national touring nutrition show that travels to schools and special events bringing the power of live theater, amazing feats of juggling, and motivating health messages to help improve children's eating and exercise habits. Storper's newly released children's book features the colorful characters and storyline of FOODPLAY and is based on her Emmy Award-winning TV Special and nationally distributed Janey Junkfood's Fresh Adventure! Video Kit.

— over —



FOODPLAY in action!

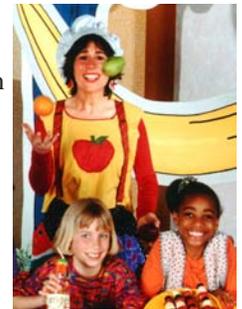
FOODPLAY has been performed for more than three million children across the country, received a host of awards, and, according to government-sponsored evaluations, shows dramatic success improving the nutrition and physical activity habits of children and their families. This year alone, FOODPLAY troupes (many starring Janey Junkfood!) will be bringing their special brand of nutrition education to more than 325,000 children coast to coast!

Storper believes you have to fight fire with fire — and as a former journalist herself, she sees her mission as helping children see through the thousands of junk food commercials they see each year and empowering them with the skills they need to make their choices healthy ones — all in a spirit of fun and celebration!

“**Janey Junkfood’s Fresh Adventure!** is just what the doctor ordered,” comments Michael Jacobson, Ph.D., Executive Director of the Center for Science in the Public Interest. “Finally, a fun way to get kids excited about healthy eating — they’re having so much fun, they don’t realize how much they’re learning!”

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Barbara Storper, MS, RD, is an Emmy Award-winning nutritionist and national leader in children’s nutrition. She is not what you consider a normal, every day dietitian! For over 25 years, she has combined the power of live theater with her mission of improving children’s health. As founder and Executive Director of FoodPlay Productions since 1982, Storper has written, produced (and performed in!) national award-winning nutrition and health theater shows, video kits, television specials, media campaigns, and created several nationally distributed curricula.

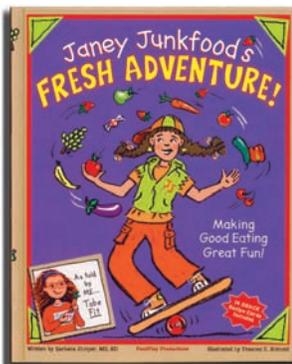


With degrees in journalism and nutrition, Storper was the Media Spokesperson for the Massachusetts Department of Public Health’s Nutrition Resource Center and the nutrition columnist for the Rhode Island Providence Journal, Boston Herald, Boston P a rents Paper and Rhode Island Parents Paper for almost a decade. She is a popular conference speaker, media spokesperson, and food activist appearing widely on national media and online, helping improve the eating and exercise habits of the nation’s youth.

For more information about **Janey Junkfood’s Fresh Adventure!**, FoodPlay Productions, and Barbara Storper, visit www.foodplay.com.

To request a review copy of **Janey Junkfood’s Fresh Adventure!**, to arrange an interview with Barbara Storper, MS, RD, to receive art electronically, or for any additional information, please contact Jenn Evans at FoodPlay Productions:

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Janey Junkfood’s Fresh Adventure! Making Good Eating Great Fun!

by Barbara Storper, MS, RD • illustrated by Frances E. Schneid

40 pages • 8.25” x 10.5” • color illustrations throughout

For children ages 8 - 12

ISBN: 978-09642858-5-9 • \$15.95 hardcover

Publication date: March 2008 (National Nutrition Month)

Published by FoodPlay Productions, Hatfield, MA. The book is available at bookstores nationwide. It is also available online; contact 1-800-FOODPLAY (1-800-366-3752), info@foodplay.com or www.foodplay.com.

BONUS INSIDE!
14 fun snack
recipe cards for
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Meet Barbara Storper, MS, RD

Barbara Storper, MS, RD, is an Emmy Award-winning nutritionist and national leader in children's nutrition. As founder and Executive Director of FoodPlay Productions, a pioneering nutrition theater and media company, Storper has written, produced, (and performed in!) national touring theater shows, video kits, television specials, media campaigns, and curricula designed to turn kids on to healthy eating and exercise habits. She is also a national speaker, nutrition columnist, media spokesperson, and has the ability, like the star of her new children's book, **Janey Junkfood's Fresh Adventure!**, to eat three apples at the same time as she juggles them!



In addition to receiving an Emmy for "Best Children and Youth TV Special," Storper has been honored with a host of national awards including the first "Outstanding Young Nutrition Educator in the Country Award" from the Society for Nutrition Education, "Outstanding Nutrition Entrepreneur in the Country Award" from the American Dietetic Association, and in this last year, "National Award of Excellence" from the Produce for Better Health Foundation and "Distinguished Alumni Award" from Columbia University Teachers College.

What is FOODPLAY and does it really change children's eating habits?

FOODPLAY is a national touring nutrition show that travels to schools, festivals and special events, bringing the power of live theater, awesome feats of juggling, a cast of colorful characters, music, magic, and audience participation to help kids take charge of growing up healthy and fit. We've reached over three million school children from New York to Alaska with these fun-filled theatrical performances, and this year alone, we'll be presenting FOODPLAY to an additional 325,000 children throughout the country!

And it works! FOODPLAY is considered to be among the most effective and innovative nutrition programs in the country, receiving rave reviews, outstanding evaluations, and extensive national media coverage. According to U.S. Department of Agriculture and the Centers for Disease Control and Prevention-sponsored evaluations, FOODPLAY programs dramatically improve the eating and exercise habits of the nation's youth, with over 75% of children reporting an increased consumption of fruits and vegetables and marked decreases in their intake of soda, sweets, and junk food! Kids also report reading food labels, eating breakfast more frequently, becoming more physically active, and bringing the health messages back to their families. Programs come with comprehensive educational materials to extend the nutrition learning in class and at home.

Why do you think FOODPLAY and now your new book, **Janey Junkfood's Fresh Adventure!, is so effective at helping children improve their eating and exercise habits?**

First, because they're so much fun, kids don't even realize how much they're learning! And, secondly, kids are being bombarded every day with thousands of media messages that are promoting the very foods and practices we want kids to avoid. Making food choices is rarely a rational decision for most people, especially children, and that's why food advertisements are so effective — they target kids at an emotional level and appeal to all their senses. So, we need to fight fire with fire. We do that by empowering kids with the skills they need to see through these media messages and, at the same time, make healthy foods and lifestyle habits fun, exciting, and cool!

— continued —

When did you first get the idea to combine food and fun?

In 1982, while working with the New York City Board of Education, I was asked to give a lecture on nutrition to an inner city school in Brooklyn. I knew that nutrition could be a lot more exciting than the way I had learned it and thought, why not use the same techniques advertisers use to sell junk foods, to promote healthy foods? I was drawn to the power of live theater, loved to juggle, and had studied clowning, puppetry, storytelling, and mime. I got the idea to put it all together with my nutrition knowledge, and FOODPLAY was born! Now, 25 years later, I no longer perform, but we have several troupes of professional actors touring the country with FOODPLAY as well as several other of our health education theater productions.

When did you first become interested in food and nutrition?

My mission grew from the painful experience of watching my mother battle cancer. This impressed upon me the critical need for children to develop healthy habits right from the start. I earned an MS in nutrition from Columbia University Teachers College after receiving my BA in journalism from the University of Michigan.

Have you been able to use your journalism degree in your work?

Yes. Before building FoodPlay Productions into a full-time media company, I was the media spokesperson for the MA Dept of Public Health and the nutrition columnist for almost a decade for the Providence Journal, Boston Herald, and the Boston and Rhode Island Parents Papers. In addition to writing and creating video kits, curricula, and media campaigns, I have based my new children's book, *Janey Junkfood's Fresh Adventure!* on the character of Tobe Fit, Ace Food Detective, who helps kids investigate the case against junk food.

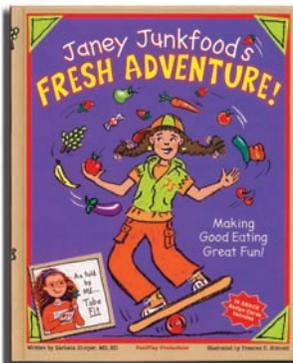
Who is Tobe Fit, Ace Food Detective, and what does she stand for?

Tobe Fit is the eleven-year-old narrator and best friend to Janey in *Janey Junkfood's Fresh Adventure!* She will also be appearing in her own one-person show and is the official mascot on our soon-to-be-launched FoodPlayKids website (www.foodplaykids.com) where she will be answering children's food and nutrition questions, cooking up delicious snack recipes, and offering fun and exciting activities and downloads.

Tobe Fit is also, as you may guess, my alter ego and was inspired by my first few jobs after college working as an investigative reporter for Jack Anderson as well as for the Center for Science in the Public Interest in Washington, D.C. As an "Ace Food Detective," Tobe is always in search of the truth and helps kids see through media messages and peer group pressures in order to make healthy choices. She is full of curiosity and wonder, and dedicates her efforts to "Mother Nature" for making so many foods that are good for our health and good for the health of the planet!

For more information about Barbara Storper, FoodPlay Productions, and her new children's book, *Janey Junkfood's Fresh Adventure!*, visit www.foodplay.com.

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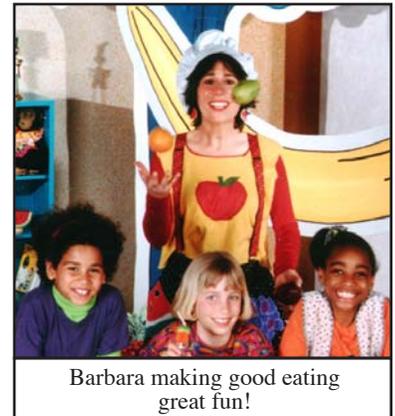
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Questions Barbara Storper, MS, RD is Frequently Asked:

1. Can you really juggle and eat an apple at the same time?
2. How do you think your new book, **Janey Junkfood's Fresh Adventure!**, will help kids get off the junk food track?
3. What do you think has caused our nation's childhood obesity epidemic?
4. So, how do you make good eating great fun for kids?
5. Why work with kids, isn't it the parents who control what children eat?
6. What's the usual reaction kids have to your FOODPLAY shows?
7. What are some super snacks kids can make themselves?
8. Is there a good "diet" that children should go on to lose weight?
9. How can parents help promote positive body image and prevent eating disorders?
10. What are the biggest food and nutrition issues affecting kids today?
11. What are the best ways parents can help raise healthy eaters?
12. What are the ways parents unknowingly raise unhealthy eaters?
13. How can you help kids navigate today's confusing food marketplace?
14. How can parents help their children maintain a healthy weight?
15. How can kids help their parents maintain a healthy weight?
16. How do you get kids to eat (and love) their veggies?
17. What are the top ten worst foods for kids? What are the top ten best foods for kids?
18. What is better — organic, local, conventional, or it doesn't matter?.
19. What are some quick and easy breakfasts, snacks, and lunches to fuel active kids?
20. How can schools promote healthier eating and exercise habits to their students?
21. Should there be laws against selling junk food in school and marketing junk food to children?
22. Doesn't healthy eating cost too much money for a lot of families?
23. How can you get children to try new foods?
24. How do you promote the idea that everyone doesn't have to be skinny like the models on TV to be attractive or to be healthy?
25. Where can someone see your FOODPLAY show?



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IT'S FINALLY HERE!

A FUN way to help kids get off the JUNK FOOD track!

KIDS, PARENTS, TEACHERS:

Follow Ace Food Detective, Tobe Fit, as she discovers the missing ingredient to Janey's juggling success — healthy eating habits.

JANEY JUNKFOOD'S FRESH ADVENTURE! is an enchanting new children's book filled with everything kids need to take charge of growing up healthy and fit. Children will learn how to get off the junk food track and make healthy eating a fun-filled FRESH Adventure!

"Guaranteed To Make Good Eating GREAT FUN!"

— Lauren Niemes, MEd, RD,
Executive Director, The Nutrition Council

"Just what the doctor ordered! Finally a fun way to get kids excited about healthy eating. They're having so much fun, they don't realize how much they're learning!"

— Michael Jacobson, PhD, Executive Director,
Center for Science in the Public Interest

"This book is a parent's dream! My daughter keeps asking for JANEY! She's also asking for healthier snacks."

— Joan Griswold, Director, Be Your Best! Health Services,
Northampton, MA

"This book is not just for little kids – it's for big kids too. It shows you how to eat healthy in a fun way, and I need to know that!"

— Yordann, 5th grader, Springfield, MA

"My students loved this book -- they didn't want it to end!"

— Marybeth Home, MEd, Reading Specialist, Sarasota, FL

"A great resource to support kids in making healthy choices... Highly recommended!"

— Mary Kay Solera, MS, CHES, Centers for Disease Control and Prevention

BONUS INSIDE! 14 FUN SNACK RECIPE CARDS

for nutritious snacks kids love to make and eat!

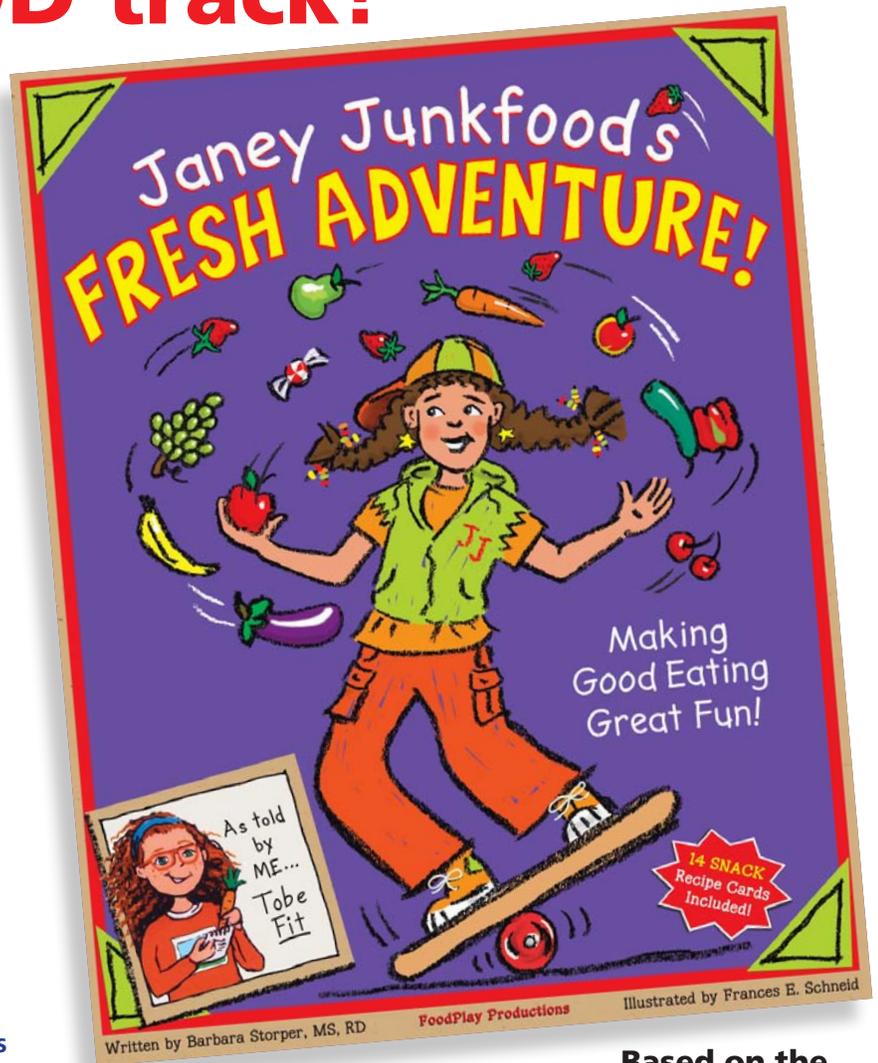
DOWNLOADABLE ACTIVITIES

at www.foodplay.com

\$15.95 USA / Pub. Date: March 2008

Hardcover / 8.25" x 10.25" / 40 pages / full-color illustrations

ISBN: 978-0-9642858-5-9



Based on the EMMY-WINNING TV SPECIAL: Janey Junkfood's Fresh Adventure!

Written by Barbara Storper, MS, RD, a national leader in the field of children's nutrition and Executive Director of FoodPlay Productions. For over 25 years, Barbara has turned millions of children on to healthy eating and exercise habits with her national touring theater shows, videos, DVD's, television specials, and curricula. A popular speaker, journalist, and media spokesperson, Barbara has received a host of awards including:

- "Outstanding Young Nutrition Educator in the Country"
— Society for Nutrition Education
- "Outstanding Nutrition Entrepreneur in the Country"
— American Dietetic Association
- Emmy Award for "Best Children and Youth TV Special"
— Academy of Television Arts and Sciences



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