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For Immediate Release

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

Did you know:

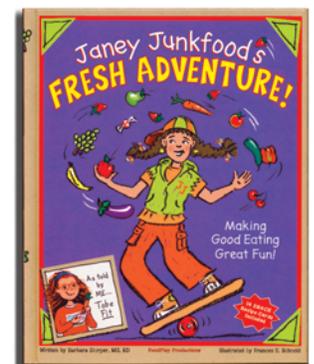
- the average child in the U.S. consumes over 150 pounds of sugar a year, with a third coming from soft drinks? (Most kids, on average, drink 500 cans of soda annually!)
- only one per cent of the nation’s youth are eating the recommended servings of fruits, vegetables, calcium-rich foods and whole grains?
- 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: 800-366-3752 x112 or 413-247-5400 x112 • jenn@foodplay.com



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)

BONUS INSIDE!
14 fun snack recipe cards for nutritious snacks kids love to make and eat!

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.

Please send copies of any review or mention to info@foodplay.com or FoodPlay Productions • 1 Sunset Ave • Hatfield, MA 01038