



**Soybean Promotion
Committee**
www.michigansoybean.org

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**Michigan Soybean Promotion Committee brings Award Winning National
Nutrition Education Theater Program to Michigan Schools**

**ATTN EDITOR: Please insert the performance information of the locations nearest you from the
attached spreadsheet before going to press**

Performance Date: _____ Time: _____ School Contact: _____
School/Venue: _____ Phone: _____
Address: _____ City: _____ State: Michigan

The Michigan Soybean Promotion Committee (MSPC) is making a difference in the health and wellness of the children in their community! MSPC has partnered with FoodPlay Productions to bring FOODPLAY, a national award-winning theater show that inspires and empowers children to make healthy choices, to Michigan schools.

Thanks to Michigan's soybean farmers through the MSPC, FOODPLAY will bring its cast of colorful performers, amazing feats of juggling, motivating messages, music, magic and audience participation to celebrate soy!



In response to the nation's alarming childhood obesity epidemic and the need for accessible nutrition education, the Celebrating Soy! – FOODPLAY tour will reach up to 16,000 children and their family members. The FOODPLAY program, which follows USDA Guidelines along with an interactive MyPlate scene, makes nutrition come alive for students, families and communities.

“Our partnership with FOODPLAY is helping get a great message out to thousands of students throughout Michigan,” said Herb Miller, communication area director on the MSPC and soybean farmer from Niles, Mich. “FOODPLAY is effective in reaching children with important nutrition information, including the importance of healthy proteins like the ones found in the soybeans soon to be harvested throughout Michigan.”

FOODPLAY makes good eating great fun, but its messages are serious. In the last 25 years, childhood obesity rates have doubled among elementary school children and tripled among teenagers. One in three children is overweight, and less than two percent of the nation's youth are meeting their daily nutritional requirements. Kids on average are drinking more than 600 cans of soda and consuming more than 150 pounds of sugars a year, missing out on recommended levels of fruits, vegetables and whole grains needed for optimal health. According to the Centers for Disease Control and Prevention, over one-third of the nation's youth will develop diabetes if current eating and exercise habits don't improve.

During the fun-filled performance, children follow the antics of Janey the Juggler, who dreams of becoming a juggling star but keeps dropping the balls. The problem? — her unhealthy diet! With the help of the “Coach” and the children in the audience, Janey learns how to juggle the foods she eats to wind up with a balanced diet.

As part of the Celebrating Soy! – FOODPLAY tour, FOODPLAY’s live theater assembly will be presented to children (grades K-5), and schools will be given follow-up materials to keep the nutrition and health messages alive at home and in school all year long. Follow-up materials are provided for teachers, students, parents, school food service and health staff to help everyone work together to create healthy schools and healthy communities. According to USDA-sponsored evaluations, FOODPLAY programs produce dramatic improvements in students’ eating and exercise habits and trigger community-wide interest in building healthy environments.

The Michigan Soybean Promotion Committee (MSPC) represents more than 12,000 soybean farmers in Michigan through the soybean checkoff. The checkoff funds market development, soybean production and profitability research, promotion and education. MSPC programs are designed to manage checkoff resources to increase return on investment for Michigan soybean farmers while enhancing sustainable soybean production. MSPC’s vision is to become the innovative leader for the sustainable future of Michigan soybean farmers. For more information, visit www.michigansoybean.org.

Founded in 1982 by Emmy Award-winning nutritionist Barbara Storper, MS, RD, a leader in the field of children’s nutrition, FoodPlay Productions has spread its message of good health to over four million schoolchildren across the country. According to U.S. Department of Agriculture-sponsored evaluations, FoodPlay has been shown to dramatically improve children’s eating and exercise habits. With its traveling theater shows and media campaigns, FoodPlay Productions has been using the power of live theater to promote healthy eating and exercise habits to the nation’s youth for over 25 years. **For fun food tips, activities and free nutrition handouts, visit www.foodplay.com**

Note: High-resolution images and digital press releases are downloadable from:
www.foodplay.com/news/press.html

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