



Contact:

Jill Le Brasseur
Communications Specialist
Produce for Better Health Foundation
Tel: 302-235-2329
Email: jlebrasseur@pbhfoundation.org

Parents to *PACK* Fun and Healthy Colors into School Lunches This Year

*Pack Assorted Colors for Kids provides simple ideas to help parents and schools
incorporate more colorful fruits and vegetables into children's lunches*

Hockessin, Del. September 23, 2010 – With a new school year underway, families are faced with trying to find time to think about packing a healthy menu into children's lunchboxes. Welch's fourth annual **P.A.C.K. Program (Pack Assorted Colors for Kids Program)** can help busy families this school year with tasty ideas that pack more colorful fruits and veggies into children's diets.

This public health initiative is a collaboration between Welch's and the Produce for Better Health Foundation in celebration of Fruits & Veggies—More Matters® Month. P.A.C.K. is a simple five-day program that outlines easy ways to include a colorful array of fruits and vegetables into children's snacks and lunches. Each day of P.A.C.K. is assigned a different color to help children focus on broadening their selection of fruits and vegetables. Whether children buy lunch at school or "pack" it from home, they will be encouraged to include fruits and vegetables of the color of the day in their snacks and lunches.

"It's important for people of all ages to have a healthy, balanced diet, but we all know it can be difficult to constantly think of new ways to include nutritious and tasty snacks in our children's school lunchboxes. P.A.C.K. is a fun and engaging way to kick start the school year with healthy habits," said Casey Lewis, MS, RD, Welch's Health and Nutrition Manager. "P.A.C.K. helps parents focus on the importance of incorporating vibrantly colored fruits and vegetables into meals, and it shows how easy this can be! Remember that all forms of fruits and vegetables count, including fresh, frozen, canned, dried, and 100% juice."

Welch's and the Produce for Better Health Foundation are calling on school nurses to help kick-off the program; in previous years, school nurses signed up thousands of schools nationwide to take part in the program.

“We would like to thank school nurses in particular for their support of P.A.C.K., and we are excited to be working with them again to help engage parents and children in this important initiative,” comments Elizabeth Pivonka, PhD, RD, CEO of Produce for Better Health Foundation, the non-profit organization behind the Fruits & Veggies—More Matters® national public health initiative. “Fewer than 10 percent of Americans eat the recommended amount of fruits and vegetables each day. P.A.C.K. plays a vital role in showing us all quick and easy ways to include a wide variety of colorful fruits and vegetables into the diet. This, combined with plenty of physical activity, can help start children off on the path to an overall healthy lifestyle.”

Encouraging children to eat more fruits and vegetables is very important to both organizations. Earlier this month, Welch's launched its second annual Welch's Harvest Grants program. Offered in partnership with Scholastic and the National Gardening Association, this national program awards grants to schools to start their own fruit and vegetable gardens. Similar to P.A.C.K., the Welch's Harvest Grants program works to engage children in learning more about the importance of eating a variety of health-promoting fruits and vegetables. To learn more about Welch's Harvest Grants program, please visit www.scholastic.com/harvest.

For more information on P.A.C.K., or to find out how you can get involved in this healthy eating program, please visit: www.fruitsandveggiesmorematters.org/?page_id=1925.

About Produce for Better Health Foundation

Produce for Better Health Foundation (PBH) is a non-profit 501 (c) (3) fruit and vegetable education foundation. Since 1991, PBH has been working hard to motivate people to eat more fruits and vegetables to improve public health. PBH achieves success through industry and government collaboration, first with the 5 A Day program and now with the Fruits & Veggies—More Matters public health initiative. Fruits & Veggies—More Matters is the nation's largest public-private, fruit and vegetable nutrition education initiative with Fruit and Vegetable Nutrition Coordinators in each state, territory and the military.

PBH is also a member and co-chair with Centers for Disease Control & Prevention (CDC) of the National Fruit & Vegetable Alliance (NFVA), consisting of government agencies, non-profit organizations, and industry working to collaboratively and synergistically achieve increased nationwide access and demand for all forms of fruits and vegetables for improved public health. To learn more, visit www.pbhfoundation.org and www.fruitsandveggiesmorematters.org.

About Welch's

Headquartered in Concord, Massachusetts, Welch's is the processing and marketing subsidiary of the National Grape Cooperative. Welch's is owned by 1,150 family-farmers across America and in Ontario, Canada, who make up this cooperative, and who are responsible for growing the Concord and Niagara grapes which are pressed to produce Welch's juices and other grape-based products. At the heart of Welch's are the delicious and inherently healthy Concord grape, and the family-farmer owners who grow it. As a family-farmer owned company, Welch's is dedicated to the importance of healthy eating, which is central to its mission. Welch's is committed to research and development that will meet the growing demand for products that address consumers' health and nutrition needs. Welch's products are sold throughout the United States and in approximately 50 countries around the globe. For more information, visit www.welchs.com/health.