



P.A.C.K. WEEK



PACK ASSORTED COLORS FOR KIDS

Dear Teacher,

Your school is participating in **P.A.C.K. Week, September 22-26, 2008** – a fun and educational program aimed at encouraging kids to eat more fruits and vegetables while at school. During this week, parents across the country will be encouraged to “pack” more fruits and vegetables, in a variety of colors and forms, into their children’s lunch boxes. For children who purchase lunch, they too will be encouraged to include a fruit or vegetable of the day in their cafeteria selection.

Each day of P.A.C.K. Week has been assigned a different color to help focus on the wide variety of nutritious options: **Monday is Pack Purple Day, Tuesday is Pack White Day, Wednesday is Pack Red Day, Thursday is Pack Yellow/Orange Day and Friday is Pack Green Day.** Information will be sent home to parents/guardians with more details about P.A.C.K. Week and tips on packing fruits and vegetables in all forms.

Children who start healthy-eating patterns early in life are more likely to continue those good habits when they are older. With your help, we can teach children about the health and nutritional benefits of fruits and vegetables and increase the amount and variety of fruits and veggies that children eat each day.

We’ve developed a series of fun and educational materials including easily reproducible nutrition activity sheets and group activities, some of which are available through the school nurse and the rest of which can be found on www.welchs.com/pack. Materials include in-class group activities, tracking sheets and congratulations certificates for participants.

We encourage you to have fun getting your class involved in the program and learning about fruits and vegetables. Consider having your students wear something each day of P.A.C.K. Week to match the color of the day (i.e. wearing purple on Pack Purple Day, etc.).

Why is it important for us all to eat more fruits and veggies?

- Eating a variety of colorful fruits and vegetables provides maximum nutritional benefit, as each has a unique nutritional footprint. To get the broadest range of nutrients, all colors are important – purple, white, red, yellow, orange and green. Kids love eating the rainbow!
- Fruits and vegetables can be great sources of key nutrients that help promote and protect good health such as fiber, magnesium, folate, potassium, Vitamin A and Vitamin C.
- When it comes to good nutrition, all forms of fruits and vegetables matter. Whether fresh, frozen, canned, dried or 100% juice, eating more fruits and veggies are delicious, convenient and will help keep you healthy all year round.
- Fruits and veggies provide an unbeatable combination of great taste, nutrition, abundant variety and multiple product forms – they are nature’s perfect convenience food!
- Every step towards eating more fruits and veggies and getting more physical activity helps us all to be at our best. Eating more fruits and vegetables can also help maintain a healthy weight.

This national healthy-eating program was developed by Welch’s with the support of the Produce for Better Health Foundation in support of Fruits & Veggies—More Matters™ Month (September).

Thanks for your support with this important health message!

Welch’s

————— **Pack more colorful fruits and vegetables into each day!** —————