



**JUNIOR LEAGUE OF
BOCA RATON**
Women building better communities

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JUNIOR LEAGUE OF BOCA RATON AND WHOLE FOODS MARKET TEAM UP FOR KIDS IN THE KITCHEN

More Than 230 Leagues Unite to Educate Children on Importance of Eating Well and Staying Healthy as Part of Junior Leagues' Kids in the Kitchen

Boca Raton, FL – The Junior League of Boca Raton (JLBR) and Whole Foods Market joined forces for the third annual educational initiative on childhood obesity and nutrition, titled Junior Leagues' *Kids in the Kitchen*. The JLBR hosted over 25 guests for a customized shopping and cooking demonstration at Whole Foods Market in Boca Raton.

Junior Leagues' *Kids in the Kitchen*, which was launched in the U.S., Canada, Mexico, and the United Kingdom in 2006, addresses the staggering statistic that nearly one-third of children and adolescents in North and South America will be overweight by 2010 and at increased risk of contracting Type II diabetes, high blood pressure, the numerous ailments related to high cholesterol and social problems. More than 230 Leagues from The Association of Junior Leagues International Inc. (AJLI) also participated in the annual event, with the goal of raising awareness and help reverse the growth of childhood obesity and its associated health issues.

Whole Foods staff members Kristin Bagonis, Marketing & Community Relations Specialist and Terry Guam, Chef & Team Leader, took *Kids in the Kitchen* guests on a tour through the store, all while giving child-friendly tips on smart and healthy food shopping. After the tour, Chef Terry gave a hands-on cooking demonstration that gave kids and parents examples of healthy food preparation.

"The Junior League of Boca Raton was thrilled to host an event for the third year in recognition of this important initiative," said Kristin Calder, JLBR President. "This year's event reached out to the children of our members and our community projects to help them learn about making healthy choices and eating well. Witnessing the children having fun while making nutritious snacks that they enjoyed was a sign that

this program is working and with our commitment can make a difference in the health and well being of these children and their families,” she added.

Leagues across four countries will continue to involve kids in hands-on activities related to preparation of their own meals and snacks, based on information that shows that kids who help with shopping and meal preparation are more likely to eat healthy foods. Junior Leagues also offer a comprehensive website with materials that interest both kids and parents. An online recipe collection features downloadable kid-friendly, nutritious recipes from celebrities, chefs and athletes, as well as an educational interactive game provided by Cartoon Network, the exclusive kids media partner of *Kids in the Kitchen*. Kids and their parents can also access downloadable nutrition and exercise tips, quizzes to test kids on their nutritional knowledge and the USDA’s MyPyramid Blast-Off game, an entertaining way for kids to learn guidelines for daily food consumption and physical activity, tailored to their nutrition and fitness needs. The *Kids in the Kitchen* website can be found at <http://kidsinthekitchen.ajli.org>.

Hundreds of thousands of children and their families will continue to have the opportunity to enrich their lives and palates with recipes, tips and activities from Junior League members through the *Kids in the Kitchen* initiative. The Junior Leagues believe that education and hands-on involvement in healthy meal preparation are the first steps to making a lasting change in our children’s future.

The Junior League of Boca Raton (JLBR) is an organization of women committed to promoting voluntarism, developing the potential of women and improving our community through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable. Since 1971, the JLBR has been an integral part of our community. The Junior League of Boca Raton is part of the Association of Junior Leagues International, which is comprised of 293 Junior Leagues across the United States and in four countries. This year, JLBR members will contribute more than 35,000 volunteer hours and donate more than \$250,000 to support our mission in the South Florida community. For more information about the JLBR, visit the website www.JLBR.org or call the JLBR office at 561-620-2553.

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