



**JUNIOR LEAGUE OF
BOCA RATON**

Women building better communities

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**THE JUNIOR LEAGUE OF BOCA RATON TACKLES
CHILDHOOD OBESITY ISSUE**

Boca Raton, FL (March 2007)- March is National Nutrition Month and the Junior League of Boca Raton (JLBR) has been preparing for this for the past year, when in conjunction with Junior Leagues from four countries, the JLBR implemented an international initiative called Junior Leagues' Kids in the Kitchen. This program was designed to help communities address the urgent issues surrounding childhood obesity and poor nutrition.

In its first year, more than 200 Junior Leagues participated in the program and provided educational initiatives for children and families in their communities. To date, media coverage has reached over 80 million people with messages about the issues surrounding childhood obesity and the Junior League's initiative to address these.

Junior Leagues' Kids in the Kitchen was recently deemed an ongoing awareness initiative for the Association of Junior Leagues International Inc. Activities for the program's second year will focus around March, 2007, which incorporates National Nutrition Month in the United States and Canada.

Individual Leagues from across the Association will again host educational events in their local communities. Events will range from partnering with local chefs providing cooking demonstrations in schools and community centers to hands-on grocery store tours that show kids and parents nutritious and affordable ways to select recipe ingredients and maintain a healthy lifestyle. Leagues are conducting programs in partnership with local community organizations in order to raise awareness and provide solutions for the growing health problems associated with childhood obesity.

The Association of Junior Leagues International is also expanding the Kids in the Kitchen website: <http://www.kidsinthekitchen.ajli.org> which provides materials to support the initiative including recipes and tips on nutrition. The website features a

variety regularly updated resources to help teach children healthy eating habits, such as a virtual recipe collection from celebrity chefs, local restaurateurs, celebrity moms and nutrition experts.

This League-wide initiative not only addresses a growing problem facing today's children but also honors the Junior League's long heritage of impact on family nutrition over the past 105 years. As Junior Leagues' Kids in the Kitchen continues in 2007, Leagues look forward to building upon Kids in the Kitchen's impressive first year and continuing to address the important issues related to childhood obesity and poor nutrition.

JLBR Event Chair Stephanie Shipley stated "there is a real need to encourage children to eat healthy. According to the Center for Disease Control and Prevention in the last thirty years, the number of overweight children has skyrocketed, and today more than 16% of young people ages 6-19 are overweight, and one third of children and adolescents are overweight or at risk of becoming so. We are proud that the JLBR is taking a proactive stance to encourage change."

On March 17, 2007, The JLBR is hosting a Kids in the Kitchen event at the Naoma Donnelley Haggin Boys & Girls Club of Delray Beach. This event for children ages 6-12 accompanied by a parent or guardian is free and open to the public. Registration for the event is at 10 a.m. at the Boys & Girls Club located at 1451 SW 7th Street in Delray Beach. Space is limited. For more information please call 561-620-2553 or visit www.jlbr.org.

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. This year, JLBR members will contribute more than 35,000 volunteer hours locally and donate more than \$300,000 to the South Florida 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.

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