

FOR IMMEDIATE RELEASE:

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OC Food Banks launch of “Farm 2 Kids”

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The Orange County Food Bank will launch their new “Farm 2 Kids” program on Wednesday, April 21, at 9 a.m., at Pomona Elementary School, 2051 Pomona Ave., Costa Mesa, Ca 92627. 500 students will be provided a bag of fresh fruits and vegetables.

Public health officials assert that children born today will have a shorter life expectancy than their parents. One-third of children are overweight and children are getting type 2 diabetes and heart disease. This trend is attributed to childhood obesity and its diet related disorders. Obesity shortens life expectancy 2 to 5 years. Increasing the consumption of fresh produce is known to be an effective strategy for combating obesity.

Throughout the day, the Pomona Elementary students will participate in structured physical activity and nutrition education, prior to the distribution of one ton of California grown produce.

“Farm 2 Kids” will serve approximately 68,000 children at participating elementary schools throughout the 2010/2011 school years. Each month, participating students will receive lessons on nutrition and physical activity from The Network for a Healthy California- Children’s Power Play! Campaign to complement the distribution of fruits and vegetables.

United Way of Orange County provided the Orange County Food Bank a grant to help fund

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produce purchases for the “Farm 2 Kids” program.

“We tell people to eat the recommended amount of fruits and vegetables, but quality produce is often not readily available or affordable for many low income people,” said Mark Lowry, Director of the Orange County Food Bank. “We are excited by the opportunity to help shape the eating habits and health of young ‘at risk’ children,” concluded Lowry.

The Orange County Food Bank is a program of the Community Action Partnership of Orange County, a Garden Grove based private charity.

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