



HEALTH SERVICES AGENCY

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MEDIA ADVISORY

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DATE: May 13, 2016
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**ENJOY A RAINBOW OF HEALTHY FRUITS AND VEGETABLES
DURING FRUIT AND VEGGIE FEST 2016**

*Stanislaus County Health Services Agency Nutrition Education Obesity Prevention Program
Partners With Cost Less Foods to Make Shoppers' Health a Priority*

What: Cost Less Foods and California Champions for Change will team up Saturday, May 14th to brighten the grocery shopping experience with Fruit and Veggie Fest, an annual event sponsored by local health departments that celebrate healthy eating at food retail locations statewide during May.

Shoppers will be treated to special offers, cooking demonstrations, taste and sampling nutritious and delicious recipes, Zumba and Karate demonstrations, raffles, prize wheels, and fun activities for the whole family all to encourage making healthier choices in every aisle. With a theme focused on the rainbow of color, flavor, and nutrition that fruits and vegetables offer, shoppers are encouraged to fill their carts with plenty of fresh, frozen, dried and canned produce.

“It’s all about living a better lifestyle through healthy food choices,” said Del Ambris, manager at Cost Less Foods. “It is important parents and their children are aware of the value of eating healthy and getting more fruits and veggies in their diet.”

California's grocers are on the frontlines of the obesity epidemic, which is why the California Department of Public Health’s Nutrition Education and Obesity Prevention Branch (NEOPB) works with many stores statewide to reach shoppers at the point of purchase. Surveys show that retail promotions can have a positive impact on how shoppers spend their food dollars and CalFresh benefits. From corner stores to supermarket chains, retail partnerships and in-store activities like Fruit and Veggie Fest are critical in the battle against obesity, particularly among low-income Californians who are at greater risk.

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“Actually, eating healthy is very affordable and I make that comment to customers at the check stand. We support the California Champions for Change program with signage, recipe cards, and product placement of Harvest of the Month fruits and vegetables which help customers know the affordability of produce” said Del Ambris.

- When:** Saturday, May 14, 2016
10:00 a.m. to 2:00 p.m.
- Who:** Stanislaus County Health Services Agency Nutrition Education Obesity Prevention Program, California Champions for Change, Cost Less Foods
- Where:** Cost Less Foods
1610 E. Hatch Road, Modesto, CA 95351
- Visuals:** Zumba, Karate, and healthy recipe cooking demonstrations

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For healthy recipes and tips, visit CaChampionsForChange.net