



HEALTH SERVICES AGENCY

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MEDIA ADVISORY

SHOPPERS ENCOURAGED TO *EAT BETTER* WITH MORE FRUITS AND VEGETABLES DURING FRUIT AND VEGGIE FEST 2018

Stanislaus County Nutrition Education Obesity Prevention Program Partners with Cost Less Foods to Make Shoppers' Health a Priority

WHAT: County residents are invited to celebrate the 4th annual 'Fruit and Veggie Fest' in Ceres, CA which encourages shoppers to improve their health by consuming more fruits and vegetables. The Ceres Fruit and Veggie Fest event is sponsored by Stanislaus County Health Services Agency Nutrition Education Obesity Prevention Program in partnership with Cost Less Foods.

Food demonstrations will highlight easy to make meals from the Champions for Change *Be Better* campaign. Store tours will also be offered along with other fun activities for everyone. Live entertainment and raffles will take place throughout the event.

WHEN: Friday May 11, 2018 from 2:00 p.m. – 5:00 p.m.

WHERE: Cost Less Foods located at 1610 E. Hatch Rd., Modesto, CA 95351

WHO: Blanca Ayala of Cost Less Foods in Ceres will open the event

WHY: Obesity and the chronic diseases associated with it are increasing across California. Grocers play a key role in providing healthy foods, such as fresh fruits and vegetables. The California Department of Public Health's Nutrition Education and Obesity Prevention Branch (NEOPB) is working with corner stores, supermarket chains, and other food retailers to promote in-store activities that help shoppers to eat better.

VISUALS: Activities include:

- Rethink Your Drink fruit-infused water sampling
- In-store taste testing
- Store Tours
- Baile Folklorico Presentation
- Zumba Demonstrations
- Karate demonstration
- Ceres High School Band

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This material was produced by the California Department of Public Health's Nutrition Education and Obesity Prevention Branch with funding from USDA SNAP-Ed, known in California as CalFresh. These institutions are equal opportunity providers and employers. CalFresh provides assistance to low-income households and can help buy nutritious food for better health. For CalFresh information, call 1-877-847-3663. For important nutrition information, visit www.CaChampionsForChange.net.