



NEWS RELEASE

For Immediate Release:
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JUNIOR LEAGUE OF COLORADO SPRINGS ANNOUNCES 3rd ANNUAL KIDS IN THE KITCHEN AWARD-WINNING EDUCATION INITIATIVE

Colorado Springs, CO, March 3rd, 2009— In conjunction with National Nutrition Month in March, the Junior League of Colorado Springs will launch its 3rd annual childhood obesity and nutrition education initiative, **Junior League's *Kids in the Kitchen***. The program, which works to empower children to adopt healthy lifestyles, kicks off on Saturday, March 14th, 2009 when local children will come to Sky Sox Stadium at Security Service Field, 4385 Tutt Blvd., from 9am – noon.

Kids and their parents will join members of the Junior League of Colorado Springs for a FREE event for families that is focused on healthy lifestyle choices. This event includes a chef from Garden of the Gods Gourmet who will show kids how to prepare healthy snacks, opportunities to meet Olympic athletes and members of the U.S. Figures Skating Team, an exercise/warm-up session, crafts and activities including seed planting and “rainbow on your plate”, nutrition and fitness tips from expert nutritionists, guest appearance by Sox the Fox, and door prizes. There is no RSVP required and this event is FREE.

“Kids who participate in Kids in the Kitchen walk away with practical tools that will help them live healthier lives,” said Clarissa Hobson, Kids in the Kitchen committee member. “By learning about nutrition and actually preparing healthy meals, kids are able to adopt healthy habits that can last a lifetime.”

“Encouraging children to think about the balance of foods they eat raises awareness of calories, nutrients and portion sizes – these contribute to good health and help them avoid the obesity epidemic that affects nearly a third of children in the US today and is such a grave threat to their health,” she said.

The Junior League of Colorado Springs would like to thank our community partners: Sky Sox Baseball, Colorado Springs Military Newspaper Group, Carmichael Training Systems, Garden of the Gods Gourmet, Kashi, My Gym Children's Fitness Center, Monument YMCA, The Gazette, U.S. Figure Skating, the U.S. Olympic Committee and Whole Foods.



Since the inception of its Kids in the Kitchen campaign in 2006, over 240 Junior Leagues have implemented local initiatives based on the belief that hands-on learning is the first step in addressing the urgent issues surrounding childhood obesity. The Kids in the Kitchen initiative builds upon The Junior League legacy of helping children and transforming communities, which has been the mission of Junior League volunteers since the first league was founded in 1901. In the past year, the program has partnered with a list of several organizations who share the same passion for combating child obesity including: Cartoon Network; Eating Well Magazine; National Heart, Lung and Blood Institutes' We Can! Program; U.S. Centers for Disease Control (CDC); United States Department of Agriculture (USDA); and many more.

The Junior League also invites the public to visit www.kidsinthekitchenajli.org, a comprehensive website with information focused on childhood health. On the website parents can find downloadable healthy recipes from chefs and celebrities that are fun for youngsters to make while teaching them about healthy food preparation and opening their diets to new healthy foods. There will also be *Kids in the Kitchen* TV, where parents and children can view healthy cooking demonstrations provided by *EatingWell* Magazine. Additional resources include nutrition and exercise tips, quizzes, and educational game provided by Cartoon Network featuring characters from the hit series *Camp Lazlo*, and the USDA's My Pyramid Blast-Off game, a fun way for youngsters to learn the most current guidelines for daily food consumption and exercise.

Junior League of Colorado Springs is a non-profit organization of women committed to promoting voluntarism, developing the potential of women, and improving the community through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable. The Junior League of Colorado Springs advocates for youth enabling them to be effective and valued citizens of this community. To learn more about JLCS and our local Kids in the Kitchen initiative, visit www.jlcoloradosprings.org.

ABOUT THE ASSOCIATION OF JUNIOR LEAGUES INTERNATIONAL

Founded in 1901 by New Yorker, Mary Harriman, the Junior Leagues are charitable nonprofit organizations of women committed to voluntarism, developing the potential of women and improving communities through the effective action and leadership of trained volunteers. The Association of Junior Leagues International Inc. is made up of 292 Junior Leagues in Canada, Mexico, the United Kingdom and the United States. Together, they are one of the largest international volunteer organizations for women interested in making a positive impact in their communities. For more information, visit the website www.ajli.org.

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