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For Immediate Release

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**Tulare County Office of Education and the *Network for a Healthy California* announce:
Make Every Day Delicious: The *Network for a Healthy California's* Fruit and Veggie Fest**

Saturday, May 19 · Save Mart Supermarket, 900 West Henderson, Porterville, CA

The *Network for a Healthy California (Network)*, in partnership with retailers across California, has launched **Fruit and Veggie Fest**, an annual month-long celebration to encourage Californians to make every day delicious with the flavors of fruits and vegetables. Throughout the month of May, retailers across the state are hosting Fruit and Veggie Fest events and promotions to inspire shoppers with healthy tips and recipes that include plenty of fresh, frozen, dried, and canned produce.

Fruit and Veggie Fest in the Central Valley will take place from 11 a.m. – 2 p.m. Saturday, May 19 at the Save Mart Supermarket located at 900 W. Henderson in Porterville. “We appreciate that Save Mart Supermarkets has partnered with the *Network* again this year to bring this valuable, educational resource to Central Valley families,” said Tulare County Superintendent of Schools Jim Vidak.

Local promotions include store tours with shopping experts and plenty of tips and ideas for making family meals delicious, fun and healthy. Additionally, shoppers can taste and sample recipes from the *Network's* new “Flavors of My Kitchen” cookbook, which features healthy twists on traditional Latino dishes, as well as many new culturally-inspired meals. Shoppers can pick up a free cookbook or it can be downloaded on the *Network's* Facebook page.

From corner stores to supermarket chains, retail partnerships and in-store activities like the *Network's* Fruit and Veggie Fest are critical in the battle against the obesity epidemic, particularly among low-income Californians who are at greater risk. Surveys show that retail promotions can have a positive impact on how shoppers spend their food dollars and CalFresh benefits.

“Good health begins in the shopping cart with the foods we buy for our families. Better choices in the store can lead to healthy habits at home, like making half of every meal a combination of fruits and vegetables,” said Tulare County *Network* coordinator Nani Rowland. “You can also increase how much healthy food your family eats by preparing healthy meals that also taste great.”

All Californians can enjoy Fruit and Veggie Fest by “Liking” the *Network* on Facebook to receive more great tips and recipes from chefs and “Champions for Change” – everyday moms and dads from across California who are making healthy changes for their families and communities. Visitors also are encouraged to post comments, photos and videos of how they are making every day delicious.

For more information, visit cachampionsforchange.net or [Facebook.com/networkforahealthycalifornia](https://www.facebook.com/networkforahealthycalifornia).

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