



Good nutrition habits start early.

OTTAWA, ON, February 16, 2011 - The Canadian Produce Marketing Association's (CPMA) **Fruits and Veggies - Mix It up!**[™] campaign was designed to encourage Canadians to eat more fruits and vegetables as part of a healthy and active lifestyle for overall better health. It is focused on the simple and practical ways to add a variety of fresh fruits and vegetables to meals and snacks throughout the day.

The youth component of the **Fruits and Veggies - Mix It up!**[™] campaign is the **Freggie**[™] Children's Program. Freggie[™] lives at www.freggietales.ca and encourages kids to eat their recommended servings of fruits and veggies each day and to learn and understand why it is so important for them. The website has fun games and recipes as well as the Freggie Tales Adventures[™] newsletters and the popular Write to Freggie[™] program.

The **Freggie Friday**[™] In-School Program builds on elements of the **Fruits and Veggies – Mix it up!**[™] campaign and encourages students to bring fruits and veggies for snacks and in their lunches every Friday. **Freggie Friday**[™] materials are available to schools across Canada and is currently running as a fully integrated pilot project with the Ottawa Catholic School Board and working with CHEO's Healthy Active Living Obesity Research team to measure the impact of the program. **Freggie Friday**[™] schools are provided with a Freggie Friday[™] Kit to facilitate implementation. Each kit includes: Ballots, 3 ballot boxes and additional stickers to create more official ballot boxes, copies of the latest issue of Freggie Tales Adventures[™], certificates, an official "We are a Freggie Friday School!" poster and the Freggie Friday[™] Educator's Guide. The Guide was designed with an Ottawa Catholic School teacher and offers great tips to integrate fruits and veggies into the regular curriculum with little effort.

CPMA members have the opportunity to "adopt" a local elementary school in order to provide the **Freggie Friday**[™] program to its students. Recently, Gambles Produce (www.goproduce.com) took the lead and chose to adopt St. Leo Catholic School in Etobicoke, Ontario.

"The Adopt-a-School Program provides an excellent opportunity for CPMA members and students across Canada," says Melanie Richer, CPMA's Senior Manager of Marketing and Communications. "Our members can play a vital role in spreading an important message that will have a positive impact on nutrition habits, all while promoting consumption of the products that drive their business," said Richer.

Gambles Produce brought Freggie[™] and his team to the school to meet the kids and tell them about the **Freggie Friday**[™] program and the benefits of eating fruits and veggies each day. Kyla Stafford and Tom Kioussis were on hand to represent Gambles Produce and participate in the presentation. They generously supplied provided apples, bananas and Sunkist Smiles[™] to the students and staff at St. Leo Catholic School. St. Leo received all **Freggie Friday**[™] materials and is now eligible to apply for the \$1000 healthy living grant that is available to **Freggie Friday**[™] schools each year.

Information about Freggie[™] and the Freggie Friday[™] program is available at www.freggietales.ca.

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