



Foundation celebrates 20 years of helping Kids Eat Smart

Milestone marked with Kids Eat Smart Foundation Gala 2012 – “The Birthday Party”

For Province-Wide Release

January 30, 2012, St. John's – 2012 marks the 20th year for Kids Eat Smart Foundation Newfoundland and Labrador, the provincial leader in nutrition programs for school-aged children and youth. The focal point for the celebration is the 9th Annual Kids Eat Smart Foundation Gala - *The Birthday Party*. The event, taking place on March 24, 2012, promises to be a memorable birthday-party themed evening of dinner, auction, games and special guests.

“Twenty years is an important milestone, and we are going to celebrate our success, our growth, and recognize those who have helped make it happen,” says Bev Clarke, Chair of the Kids Eat Smart Fundraising Committee, “For the past 20 years Kids Eat Smart has been helping school children get the nutrition they need to concentrate and learn. Funds raised at *The Birthday Party* Gala will ensure that our children continue to have access to nutritious food at school.”

Since the program first began in 1992, tens of thousands of children and youth have enjoyed a nutritious, no-charge Kids Eat Smart breakfast, snack, or lunch at their school or community centre. Principals say that Kids Eat Smart Clubs make a positive difference, and contribute to an improved attention span in students, decreased classroom disruptions, and an improved atmosphere.

There are now 216 Kids Eat Smart Clubs operating in schools and community centres throughout the province. Approximately 20,000 children and youth from kindergarten to grade 12 participate on a regular basis. The Clubs are run by parents, teachers, school staff, students, community service groups, volunteers from local businesses, and others who see the value in children attending school well-nourished and ready to learn. Grants from the Foundation are supplemented by each Club's fundraising efforts.

Kids Eat Smart Foundation receives support from sustaining partner the Government of Newfoundland and Labrador, national organizations Breakfast for Learning and Breakfast Clubs of Canada, Platinum Partner TD Canada Trust as well as many other funding partners. All proceeds from *The Birthday Party* will help sustain existing Kids Eat Smart Clubs, and start new ones.

The Kids Eat Smart Foundation Gala 2012 is taking place on March 24, 2012 at the Sheraton Hotel NL. Tickets are \$125. To purchase tickets or for more information, visit www.kidseatsmart.ca, Facebook Kids Eat Smart Foundation Gala 2012, or call 722-1996.

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