



FOR IMMEDIATE RELEASE

November 20, 2009 – Kids Eat Smart Foundation Newfoundland and Labrador is the recipient of Today's Parent magazine's "For Kids Sake - Reader With a Cause Award" for the month of December. This means a two thousand dollar donation from Today's Parent and KRG Children's Charitable Foundation. "This award will buy fruits and vegetables for our meal programs", says Daphne LeDrew, Executive Director of Kids Eat Smart Foundation. "We want to encourage kids to make healthier choices so they'll be more likely to reach for an apple rather than a candy bar at snack time."

The Foundation was nominated by Heather Rogers, who, during a university work term at Kids Eat Smart Foundation, saw first-hand the impact Kids Eat Smart Clubs have in our province's schools. Editor-in-Chief of Today's Parent, Caroline Connell, views the Foundation as a part of the solution to ensuring children have access to healthy food, and is pleased to support its efforts.

Kids Eat Smart Foundation supports the education, health, and well-being of school children throughout Newfoundland and Labrador through support of quality nutrition programs called Kids Eat Smart Clubs. The goal is to provide children with the nutrition they need to learn, to grow, and to be their best. There are currently 199 KES Clubs in our province's schools that serve a healthy breakfast, lunch or snack to over 17,000 children on school days. For more information on Kids Eat Smart Foundation visit www.kidseatsmart.ca.

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