



**Kids Eat Smart Foundation and Breakfast Clubs of Canada Announce New Partnership**  
*Kicks off national Taste for Learning Tour to provide a healthy start to the day for all children*

**FOR IMMEDIATE RELEASE**

**St. John's, NL, February 4, 2011** - Kids Eat Smart Foundation and Breakfast Clubs of Canada are pleased to announce their partnership today to help ensure children and youth in Newfoundland and Labrador get a healthy, nutritious start to the day.

Kids Eat Smart Foundation is the only agency dedicated to child nutrition programs throughout the province of Newfoundland and Labrador. With this new partnership, the Breakfast Clubs of Canada through its national initiatives, including the *Taste for Learning Tour*, will provide Kids Eat Smart Foundation with funds to assist in serving even more breakfasts to children in the province.

"We are delighted to announce our partnership with Breakfast Clubs of Canada today which coincides with the kick-off of their *Taste for Learning Tour* in St. John's" said Daphne LeDrew, Executive Director of Kids Eat Smart Foundation. "Both organizations share a similar mission and this partnership is an important step in carrying out our work."

**Taste for Learning Tour Hits St. John's on February 4, 2011**

The *Taste for Learning Tour* kicks off today in St. John's at the Walmart store on Kelsey Drive. Between 10 a.m. and 2:00 p.m. , the public is invited to drop by to receive one of the 20,000 breakfast bags filled with coupons for food products from corporate partners such as Saputo, Danone, Kellogg's and Minute Maid. They will also have the opportunity to meet radio morning hosts who will be broadcasting live on-site in support of the campaign.

"Breakfast Clubs of Canada is committed to the cause of feeding our children's and our country's future." said Daniel Germain, President-Founder of Breakfast Clubs of Canada and Quebec Breakfast Clubs. "Our new partnership with Kids Eat Smart allows us to continue to level the playing field by providing a nutritious start to the day for even more schoolchildren in Newfoundland and Labrador."

**\$1.00 = One Breakfast for a Child**

From February 17 to March 17, 2011, residents are invited to show their support of school breakfast programs by purchasing a \$1.00 bookmark at Walmart Canada stores in Newfoundland and Labrador. Every bookmark sold equals one breakfast for a child. "Since 2005, Walmart Canada has been fuelling children's success through its support of Breakfast Clubs of Canada," said David Cheesewright, President

and CEO of Walmart Canada. "Our partnership with Breakfast Clubs of Canada ensures that kids have access to a nutritious meal every day before going to class. Together, with our customers and vendor partners, we are making a difference in the future of Canadian children, one loonie at a time."

During this campaign, residents can support Breakfast Clubs of Canada and Kids Eat Smart Foundation by purchasing select food products from Saputo, Danone, Kellogg's and Minute Maid.

Newfoundland and Labrador residents can also show their support by texting the word "BREAKFAST" to 4-5-6-7-8 to donate \$5 which equals a week's worth of breakfast for a child.

### **About Kids Eat Smart Foundation**

Kids Eat Smart Foundation Newfoundland and Labrador is a registered charity that supports education, health, and well-being of school-aged children through quality nutrition programs called Kids Eat Smart Clubs. The Foundation has helped establish over 200 breakfast, lunch and snack Clubs throughout the province, which are available to more than 52,000 children on any given school day. Kids Eat Smart Foundation is supported by the Government of Newfoundland and Labrador as well as corporate partners, and donors. For more information on Kids Eat Smart Foundation visit [www.kidseatsmart.ca](http://www.kidseatsmart.ca).

### **About Breakfast Clubs of Canada**

Breakfast Clubs of Canada is committed to the cause of feeding our children's future. The *Taste for Learning* Tour aims to build awareness amongst Canadians of the benefits of school breakfast programs and to raise \$2.5 million dollars. Money raised supports Breakfast Clubs of Canada mission to provide funding, equipment, food donations, management tools and support to school breakfast programs throughout Canada. For more information about Breakfast Clubs of Canada, or to find out how you can get involved, visit <http://www.breakfastclubscanada.org>

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