



## **MEDIA RELEASE**

For Immediate Release

### **MHA David Brazil, and Jamie Korab, Olympic Gold Medalist and Kids Eat Smart Champion visit Virginia Park Elementary to kick off Kids Eat Smart Week.**

October 7, 2013, St. John's – MHA, David Brazil, District of Conception Bay East – Bell Island, spent the morning talking to children about the benefits of good nutrition and helped serve a healthy snack of fresh fruit, yogurt and fruit juice, all to celebrate Kids Eat Smart Week.

Kids Eat Smart Foundation provides healthy nutritious breakfasts, snacks or lunches for over 20,000 children every school day. "This happens with the help of thousands of volunteers and supporters," said, Celina Stoyles, Executive Director Kids Eat Smart Foundation.

The Kids Eat Smart year end Principals' evaluation showed that Kids Eat Smart Clubs contribute to an improved atmosphere at school, which makes a difference to the learning experience of children. Principals reported seeing improved attention spans in students contributing to decreased disruptions in the classroom.

Kids Eat Smart week is a celebration of the province's Kids Eat Smart Clubs. From the southern Avalon to northern Labrador, there are 228 Kids Eat Smart clubs, run by volunteers, operating in schools and community centres. During the week children will learn about nutritious eating and some will participate in the TD Kids Eat Smart Province Wide Walk to Breakfast on Wednesday, October 9, 2013.

Kids Eat Smart Foundation Newfoundland and Labrador is a registered charity that works to ensure children throughout the province attend school well-nourished and ready to learn. Kids Eat Smart Foundation provides grants for food and equipment, an operating structure and supports for volunteers in nutrition education, menu-planning, and fundraising.

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