



## Media Release

For Immediate Release

### An Apple a Day!

**March 27, 2015, St. John's, NL** – Today is Apple Day in Kids Eat Smart Clubs across our province. During the morning children will learn about various types of apples and try delicious and healthy apple goodies.

To inspire children to make healthy food choices outside of KES Clubs Kids Eat Smart Foundation launched the #ieatsmartNL social media campaign. “#ieatsmartNL encourages families, community members and local celebrities to post pictures of them eating smart on social media sites like facebook, twitter and instagram. We are encouraging people to use #ieatsmartNL in hopes of starting an eat smart movement in our province,” said Celina Stoyles, Executive Director.

“There are many things people can do to make healthy food choices like choosing water instead of sugary drinks or eating a piece of fruit for a mid afternoon snack instead of something high in sugar and fat,” said Ms. Stoyles.

Jamie Korab, Olympic Gold Medalist and Kids Eat Smart Champion shared with children at St. Teresa's school the importance of eating smart as he introduced the #ieatsmartNL social media campaign.

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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 funding to run and support 240 Kids Eat Smart Clubs in schools and community centres. Every school day nearly 6000 volunteers serve over 22,000 meals to children in Newfoundland and Labrador.

## **Media Contact**

Sonya Smith  
Director of Communications and Fund Development  
709.722.1996  
709.697.1469  
[ssmith@kidseatsmart.ca](mailto:ssmith@kidseatsmart.ca)  
[www.kidseatsmart.ca](http://www.kidseatsmart.ca)