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**PRODUCE FOR KIDS' FALL 2011 CAMPAIGNS MAKE RECORD BREAKING DONATIONS**

*PFK's "Eat Smart for A Great Start" and "Healthy Schools, Healthy Minds" campaigns raise over \$200,000*

**Orlando, FL (February 3, 2012)** – Produce for Kids® is thrilled to announce record breaking results for the Fall 2011 campaign benefitting both PBS KIDS® and "Let's Move Salad Bars to Schools" with a combined total amount raised of over \$202,000. Last fall, when shoppers purchased sponsored fruits and vegetables in participating grocery stores, donations were made to support programming focused on healthy eating on PBS KIDS® and also raised funds to provide schools with salad bars.

Publix Super Markets, along with ten fruit and vegetable partners, supported the "*Healthy Schools, Healthy Minds*" campaign to raise over \$115,000 to provide salad bars to 38 schools in Publix communities through the "Let's Move Salad Bars to Schools" initiative in partnership with United Fresh.

The "*Eat Smart for a Great Start*" campaign raised over \$86,000 for PBS KIDS® and included five grocery store chains nationwide including Ahold's GIANT Food Stores, Martin's, Giant Landover and Stop & Shop divisions, United Supermarkets and Meijer, Inc. In addition, more than 23 fruit and vegetable suppliers took part in supporting the campaigns.

"We're delighted to share the record breaking results of our fall campaigns," shared Kim Avola, vice president, Produce for Kids, "In partnership with our retailers and produce sponsors, we were able to raise money for two very worthy children's causes."

Produce for Kids has a big year ahead in 2012, gearing up for a lot of new marketing initiatives as well as the largest spring campaign to date. Consumers can stay tuned for advice and insight from the all-new Parents on Produce board on the Produce for Kids [website](#), as well as through PFK social media outlets.

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**Produce for Kids**

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### **About Produce for Kids**

Produce for Kids® is a philanthropically based organization that brings the produce industry together to educate consumers about healthy eating with fresh produce and raise funds for local children's non-profit organizations. Since its creation in 2002 by Shuman Produce Inc., Produce for Kids has raised more than \$3.7 million to benefit kids. To learn more about Produce for Kids and healthy eating, visit [www.produceforkids.com](http://www.produceforkids.com), [Facebook](#) or [Twitter](#).

### **About Let's Move Salad Bars to Schools**

Let's Move Salad Bars to Schools is a comprehensive grassroots public health effort to mobilize and engage stakeholders at the local, state and national level to support salad bars in schools. Our vision is to significantly increase salad bars in schools across the country until every child has the choice of healthy fruits and vegetables every day at school. Let's Move Salad Bars to Schools is an initiative of the Food Family Farming Foundation, National Fruit and Vegetable Alliance, United Fresh Produce Association Foundation and Whole Foods Markets to support First Lady Michelle Obama's Let's Move! Initiative. The goal of Let's Move Salad Bars to Schools is to fund and award 6000 salad bars by the end of 2013. Learn more about how to get support for bringing a salad bar to a school in your community at [www.saladbars2schools.org](http://www.saladbars2schools.org).

### **About PBS KIDS®**

PBS KIDS offers all children the opportunity to explore new ideas and new worlds through television, online and community-based programs. PBS is a nonprofit media enterprise owned and operated by the nation's nearly 360 public television stations, serving more than 124 million people on-air and online each month. For more information, visit [www.pbskids.org](http://www.pbskids.org).

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