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PRODUCE FOR KIDS RAISES OVER \$3.5MM FOR CHILDREN'S NON-PROFIT ORGANIZATIONS

PFK hits donation milestone with the help of the largest Get Healthy, Give Hope campaign to date

Orlando, FL (October 16, 2011)- Produce for Kids® is thrilled to announce that the *Get Healthy Give Hope* 2011 spring campaign raised over \$408,000 for children's hospitals across the country. This generous donation brings the total amount raised to help children's hospitals and children's non-profit organizations to more than \$3.5MM since the program's inception in 2002.

This year's spring campaign included 16 grocery store retailers nationwide including Acme Markets, Ahold's GIANT Food Stores, Martin's, Giant Landover and Stop & Shop divisions, Associated Wholesale Grocers' Major Savings, Advantage, Independent, Country Mart, Homeland and United divisions, Kroger's Southwest and King Soopers divisions, Meijer, Inc., Price Chopper and Publix Super Markets. In addition, more than 40 fruit and vegetable suppliers took part in supporting the campaign.

"We could not be happier with the results of our spring campaign," shared John Shuman, founder and president, Produce for Kids, "Together with our retailers and produce sponsors we are able to raise money for children who need it most. We look forward to continuing to give back to the communities that have supported Produce for Kids for nearly ten years."

On the heels of this amazing spring success, Produce for Kids is currently hosting its annual fall campaign, "Eat Smart for a Great Start," benefiting PBS KIDS, in support of its nutrition based programming. New to the fall campaign this year, Produce for Kids and Publix are partnering with United Fresh Produce Association in a pilot campaign to raise money for the *Let's Move Salad Bars To Schools* initiative. All fall campaign donation amounts are still to be determined and will be announced early in 2012.

In addition to facilitating its spring and fall cause marketing campaigns, Produce for Kids launched several new programs this year. The refreshed website, produceforkids.org has new capabilities and resources to help Produce for Kids become the "go to" healthy eating resource for busy parents. To further enhance online support, PFK has created a new committee of experts, *Parents on Produce*. This new board is made up of real busy working parents offering healthy eating and living advice to help other parents master the day to day struggles of keeping their families healthy. These professionals offer advice and insight on the Produce for Kids [website](http://produceforkids.org), as well as through PFK social media outlets.

Produce for Kids

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Produce for Kids is a leader in providing healthy eating resources and meal solutions to busy families. With its continued support for children's organizations, and ongoing efforts to promote fruits and vegetables, Produce for Kids is looking forward to continuing to introduce new initiatives and partnerships within the produce industry in the coming year.

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About Produce for Kids

Produce for Kids® promotes healthy lifestyles for children by educating kids and parents about the benefits of eating fresh fruits and vegetables while also supporting worthy children's causes. Since its creation in 2002 by Shuman Produce Inc., Produce for Kids has raised more than \$3.5 million for children's non-profit organizations to educate kids, parents and teachers about healthy eating with fresh produce. To learn more about Produce for Kids and healthy eating, visit produceforkids.org, [Facebook](#) or [Twitter](#).

About Children's Miracle Network

Children's Miracle Network is a non-profit organization dedicated to saving and improving the lives of children by raising funds for children's hospitals. Each year the 170 Children's Miracle Network hospitals provide the finest medical care, life-saving research and preventative education to help millions of kids overcome diseases and injuries of every kind. To learn more go to www.childrensmiraclenetworkhospitals.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.

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