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JUNIOR LEAGUE OF BALTIMORE ANNOUNCES THIRD ANNUAL CHILDHOOD OBESITY AND NUTRITION EDUCATION INITIATIVE

The Junior League of Baltimore Joins More Than 230 Junior Leagues to Educate Children on Importance of Eating Well and Staying Healthy as Part of the International Kids in the Kitchen Event

Feb 8, 2008 Baltimore, MD – The Junior League of Baltimore announced today they will participate in the third annual education initiative on childhood obesity and nutrition, titled Junior Leagues' *Kids in the Kitchen*, along with more than 230 Leagues from The Association of Junior Leagues International Inc. (AJLI). With the goal to raise awareness and help reverse the growth of childhood obesity and its associated health issues, the **Junior League of Baltimore** will host Kids in the Kitchen at Port Discovery.

Event Name: Kids in the Kitchen
Event Date: March 1, 2008
Event Time/Place: 10:00am-2:00pm
Port Discovery
34 Market Place
Baltimore, MD 21202
www.portdiscovery.org

Sponsored by:

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Junior Leagues' *Kids in the Kitchen*, which launched in the U.S., Canada, Mexico and the United Kingdom in 2006, addresses the staggering statistic that **nearly one-third of children and adolescents in North and South America will be overweight by 2010** and at increased risk of contracting Type II diabetes, high blood pressure, the numerous ailments related to high cholesterol and social problems that affect self-esteem.

The **Junior League of Baltimore** is proud to take part in this international initiative and will be hosting the *Kids in the Kitchen* event on March 1, 2008 at Port Discovery in the Inner Harbor from 10:00am-2:00pm. The Junior League of Baltimore is partnering with Trader Joe's and will lead interactive food stations including the opportunity to make "Fruit Sushi" from granola bars, fresh fruit & cream cheese. Children will also receive recipes cards and ingredients to make healthy snacks at home. Coach Tom who assists with the Baltimore Ravens Youth Program will join the event and lead the children in fitness drills.

The Association of Junior Leagues International also offers a comprehensive website with materials that interest both kids and parents. An online recipe collection features downloadable kid-friendly, nutritious recipes from celebrities, chefs and athletes, as well as an educational interactive game provided by Cartoon Network, the exclusive kids media partner of *Kids in the Kitchen*. Kids and their parents can also access downloadable nutrition and exercise tips, quizzes to test kids on their nutritional knowledge and the USDA's MyPyramid Blast-Off game, an entertaining way for kids to learn guidelines for daily food consumption and physical activity, tailored to their nutrition and fitness needs. The *Kids in the Kitchen* website can be found at <http://kidsinthekitchen.ajli.org>.

Many children and their families will continue to have the opportunity to enrich their lives and palates with recipes, tips and activities from Junior League of Baltimore members through the *Kids in the Kitchen* initiative. The Junior League of Baltimore believes that education and hands-on involvement in healthy meal preparation are the first steps to making a lasting change in our children's future.

Support Provided by:



ABOUT THE JUNIOR LEAGUE OF BALTIMORE

The Junior League of Baltimore is an organization of women committed to promoting voluntarism, developing the potential of women, and improving communities through the effective action and leadership of trained volunteers. Junior League of Baltimore members have initiated many programs and projects which have become Baltimore institutions: the Ronald McDonald House, Parents Anonymous of Maryland, the Waxter Center for Senior Citizens, Pets on Wheels, Santa Claus Anonymous and the Hampden Family Center. Current Junior League of Baltimore projects focus on increasing parental engagement in the Baltimore City Public School System, offering the gift of song to the elderly and disabled, and organizing special events to promote health for children and families. With a mission-driven emphasis *on training volunteers and developing the potential of women, the Junior League has touched not only the Baltimore community it serves, but also the thousands of women who have been members. See our website at <http://www.jlbalt.org>*

ABOUT THE ASSOCIATION OF JUNIOR LEAGUES INTERNATIONAL

Founded in 1901 by New Yorker Mary Harriman, the Junior Leagues are organizations of women committed to voluntarism, developing the potential of women and improving communities through the effective action and leadership of trained volunteers. The Association of Junior Leagues International is made up of 293 Junior Leagues in the United States, Canada, Mexico and the United Kingdom. Together, they are one of the largest international volunteer organizations for women interested in making a positive impact in their communities. For more information, visit the website, www.ajli.org.