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## **KIWIFRUIT FOR KIDS 2012 LAUNCHES FOR BACK-TO-SCHOOL**

### **ZESPRI Kiwifruit Dedicated to American Childhood Obesity Epidemic with Second Annual Kiwifruit for Kids Campaign**

**New York, NY (September 10, 2012)** – ZESPRI Kiwifruit, the world’s largest kiwifruit marketer, announced today it will be launching its second annual Kiwifruit for Kids campaign on Monday September 10<sup>th</sup>, 2012. The campaign, which enjoyed huge success last year, has chosen the following children’s health charities to represent the six regions of the United States to help raise awareness for childhood obesity: Treeswing, Chicago Run, I Can Foundation, Play Rugby USA, Louie’s Kids, and Live Well Colorado. Each charity’s mission is aligned with ZESPRI’s Kiwifruit for Kids campaign objective: to educate America’s youth on how to eat well and live active lifestyles.

The campaign, now available on both Facebook and micro-site ([www.kiwifruitforkids.com](http://www.kiwifruitforkids.com)), asks people to earn points for the charity and/or region of their choice by answering health trivia questions, exercising their kiwifruit characters daily, checking in to participating supermarkets via Facebook, exercising for an hour per day, and more. The charity that earns the most points by the end of the campaign on Sunday, October 21<sup>st</sup> wins \$10K from ZESPRI; second place winner receives \$5k and the remaining 4 charities win \$1500 just for playing.

“We are delighted to be opening Kiwifruit for Kids 2012 with a bang,” says Margaux Rathbun, Kiwifruit for Kids spokesperson and certified Nutritional Therapy Practitioner. “We have a great list of competing charities who all really embody the message that ZESPRI Kiwifruit is trying to proliferate. Given that September is National Childhood Obesity Awareness Month, this is the perfect time to send that message home.”

Supermarkets across the United States will also be helping spread the word on the Kiwifruit for Kids campaign. With POS signage and well-trained staff on the messaging of the campaign, supermarkets will be doing their part to encourage children in their own communities to eat well and be active on an engaging grassroots level.

**ZESPRI Kiwifruit**

ZESPRI is the world's largest kiwifruit marketer, with over 2,500 growers producing and exporting more than 100 million trays of kiwifruit a year to over 60 countries. ZESPRI is a grower owned cooperative of New Zealand kiwifruit growers, with the aim of ensuring top quality ZESPRI kiwifruit are provided to consumers around the world. For more health information and easy summertime recipes, please visit [www.zesprikiwi.com](http://www.zesprikiwi.com) or check us out on Facebook.

### **Treeswing (Pacific Northwest)**

Treeswing is working to end childhood obesity. For the last 8 years, we've brought programs that positively impact both health and academics to the most underserved schools in King County. We believe that through physical activity and better nutrition we can improve the health of children in the Puget Sound area, particularly low-income and at-risk youth most susceptible to obesity. Our ultimate goal is to change norms in school culture so that the healthy choice is the easy choice. [www.treeswing.org](http://www.treeswing.org)

### **Chicago Run (Midwest)**

Founded in late 2007 to aid in the fight against childhood obesity, Chicago Run is a nonprofit organization that operates and supports free running programs for children in the Chicago Public Schools. The organization's mission is to promote the health and wellness of Chicago children through innovative, engaging, and sustainable youth running programs. Chicago Run currently works in 55 elementary schools, serving approximately 13,400 children, in 32 diverse communities throughout the city of Chicago.

### **I Can Foundation (South)**

ICAN Foundation Powered by Pierre Thomas is dedicated to creating a more active lifestyle within the youth of today in Louisiana, Mississippi and Illinois through various programs; It's Geaux Time!, I Can Grow – Community Garden Project and Football Skills Day. Our aim is to empower the youngsters and their parents to make better choices and develop healthier habits, so they can avoid largely preventable chronic diseases, such as, diabetes and heart disease. I Can Foundation is taking an active approach to make a difference in the lives of our youth. "As a kid, I spent a majority of my time outside playing different sports and games. These days, the youngsters have so many different distractions with T.V., movies, computers, video games, and cell phones that we're here to show them that being active can be both fun and rewarding. I look forward to helping young people in Louisiana, Illinois and Mississippi live a healthier lifestyle," says Pierre Thomas.

### **Play Rugby USA (Northeast)**

Play Rugby USA runs flag and tackle rugby programming nationwide with the mission of "Developing Youth Through Rugby". Our curriculum uses rugby as a vehicle for social inclusion and youth development. Last year over 5,000 children per week participated in our program, and we gave these children the opportunity to represent their schools and community in tournaments and leagues throughout the year.

**[www.playrugbyusa.com](http://www.playrugbyusa.com)**

**Louie's Kids (Southeast)**

Louie's Kids is a tax-exempt, nonprofit organization that raises funds to help treat childhood obesity, which afflicts 25 million American children today. Louie's Kids works to find the best treatment options to meet the needs of each child. We find the fix that fits, one kid at a time. Founded in 2001 in Alexandria, VA and now operating from Charleston, SC, Louie's Kids serves economically disadvantaged kids nationwide. To learn more, visit [www.louieskids.org](http://www.louieskids.org).

**Live Well Colorado (West)**

LiveWell Colorado is a nonprofit organization committed to preventing and reducing obesity in Colorado by promoting healthy eating and active living. Leading a comprehensive approach, LiveWell Colorado inspires and advances policy, environmental and lifestyle changes that aim to provide every Coloradan with access to healthy foods and opportunities for physical activity in the places they live, learn, work and play. LiveWell Colorado is committed to advancing policies and programs focused on combatting the state's growing childhood obesity epidemic, including improving the nutrition and physical activity that our children receive at school. LiveWell Colorado's strategic partners and funders are the Colorado Health Foundation, Kaiser Permanente and the Colorado Department of Public Health and Environment. For more information about LiveWell Colorado, visit [www.livewellcolorado.org](http://www.livewellcolorado.org). "Like" LiveWell Colorado on Facebook and "follow" @livewellco on Twitter.

**Margaux Rathbun (Kiwifruit for Kids Spokesperson)**

Margaux J Rathbun, B.S. N.T.P is a certified Nutritional Therapy Practitioner, International Media Nutritionist, and the Founder of the website Authentic Self Wellness ([www.authenticselfwellness.com](http://www.authenticselfwellness.com)). Her nutrition tips, articles, and videos have been published in numerous publications around the world including Perez Hilton's [FitPerez.com](http://FitPerez.com) and [Perezitos.com](http://Perezitos.com), Australia's Nature and Health Magazine, [Shape.com](http://Shape.com), Yahoo! Shine, and The Huffington Post. She has also been featured on celebrity websites including Heidi Klum's AOL blog, Tyra Banks [TypeF.com](http://TypeF.com), and Haylie Duff's [RealGirlsKitchen.com](http://RealGirlsKitchen.com). Margaux hosts nutrition workshops for natural health food stores, corporations, and non-profit organizations across the country. Her goal is to raise international awareness of the benefits to eating a diet rich in authentically healthy foods. Margaux is passionate about raising awareness regarding the childhood obesity epidemic in our country. She works to educate families about the steps they can take to encourage their children to adopt healthier lifestyles and a nutrient-dense diet.

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