



**FOR IMMEDIATE RELEASE**

**Media Contacts:**

**FoodPlay Productions:** Patti Dougherty / Program Director / 413-247-5400 / [patti@foodplay.com](mailto:patti@foodplay.com) / [www.foodplay.com](http://www.foodplay.com)

**Illinois Soybean Association (ISA):** Mark Albertson / Director of Marketing and Special Projects / 309-663-7692 / [www.ilsoy.org](http://www.ilsoy.org)

**Illinois Soybean Association Presents: Innovative Obesity Prevention with FOODPLAY!**

*Coming to an Illinois school near you!*

On March 29, 2011, the Illinois Soybean Association (ISA) and FOODPLAY are kicking off their month-long tour of Illinois to celebrate National Soyfoods Month!

FOODPLAY, a national award-winning theater show, will be presented at 40 select schools throughout Illinois, using the power of live theater to turn kids on to healthy eating and exercise habits – thanks to sponsorship by the Illinois Soybean Association (ISA).



Building on the success of last year's partnership, Illinois soybean farmers with their soybean checkoff have partnered with FoodPlay Productions again this year to bring the gift of FOODPLAY to Illinois schools this Spring. In response to the nation's alarming childhood obesity epidemic, the Celebrating Soy!—FOODPLAY tour will reach up to 17,000 children and their families with essential nutrition and health information to help Illinois families take charge of growing up healthy and fit.

**FOODPLAY makes good eating great fun, but its messages are serious.** In the last 25 years, childhood obesity rates have doubled among elementary school children and tripled among teenagers. One in three children is overweight, and less than two percent of the nation's youth are meeting their daily nutritional requirements. Kids on average are drinking more than 600 cans of soda and consuming more than 150 pounds of sugars a year, missing out on recommended levels of fruits, vegetables and whole grains needed for optimal health. According to the Centers for Disease Control and Prevention, over one-third of the nation's youth will develop diabetes if current eating and exercise habits don't improve.

"April is 'National Soyfoods Month' and our partnership with FOODPLAY is helping get a great message out to thousands of students throughout Illinois," said Ron Moore, chairman of the Illinois Soybean Association (ISA) and soybean grower from Roseville, IL. "FOODPLAY is effective in reaching children with important nutrition information, including the importance of healthy proteins like the ones found in the soybeans growing throughout Illinois."

During the fun-filled performance, children follow the antics of Johnny Junkfood, who dreams of becoming a juggling star but keeps dropping the balls. The problem — his unhealthy diet! With the help of the "Coach" of the "National Junior Juggling Team" and the children in the audience, Johnny learns how to juggle the foods he eats to wind up with a balanced diet.

As the FOODPLAY performance unfolds, children learn how to decipher food labels, see through TV advertising and make sense of today's confusing fast food world. Children learn the importance of fueling up with breakfast and being active every day. They learn how to increase their intake of fruits and vegetables; cut down on sweets and unhealthy fats; and read labels to get the most nutritional value for their money. They discover how to make healthy food choices at home, school, and on the run, and come to understand how to choose foods that are good for their health and good for the planet, too.

## FOODPLAY is coming to Illinois — thanks to IL Soybean Association!

Page 2

As part of the Celebrating Soy!—FOODPLAY tour, FOODPLAY's live theater assembly will be presented to children, grades K-5, and schools will be given a comprehensive resource kit to keep the nutrition and health messages alive at home and in school all year long. Follow-up materials are provided for teachers, students, parents, school food service, and health staff to help everyone work together to create healthy schools and healthy communities. According to USDA-sponsored evaluations, FOODPLAY programs produce dramatic improvements in students' eating and exercise habits and trigger community-wide interest in building healthy environments.

**The Illinois Soybean Association (ISA)** is the statewide organization for Illinois soybean growers. The farmers on its board administer soybean check-off funds to support research, promotions, and educational programs designed to increase demand for Illinois soybeans and administer legislation and membership programs. For more information, contact Mark Albertson at ISA at 309-663-7692 or visit: <http://www.ilsoy.org>.

Founded in 1982 by Emmy Award-winning nutritionist Barbara Storper, MS, RD, a leader in the field of children's nutrition, **FoodPlay Productions** has spread its message of good health to over four million schoolchildren across the country. According to US Department of Agriculture-sponsored evaluations, FoodPlay has been shown to dramatically improve children's eating and exercise habits. With its traveling theater shows and media campaigns, FoodPlay Productions has been using the power of live theater to promote healthy eating and exercise habits to the nation's youth for over 25 years. For fun food tips, activities, and free nutrition handouts, visit <http://www.foodplay.com>.

**Note: High-resolution images and digital press releases are downloadable from:**  
[www.foodplay.com/news/press.html](http://www.foodplay.com/news/press.html)

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**Celebrating Soy! FOODPLAY Tours Illinois**

Performance Schedule – March/April 2011

<b>Date</b>	<b>Time</b>	<b>School</b>	<b>Phone</b>	<b>Address</b>	<b>City</b>
3/29/11	9:00 AM	Namaste Charter School	773-715-9558	3737 S. Paulina	Chicago
3/29/11	1:30 PM	St. Vincent Ferrer School	708-771-5905	1515 Lathrop Avenue	River Forest
3/30/11	9:00 AM	Ericsson Elementary	309-743-1606	335 5th Avenue	Moline
3/31/11	9:00 AM	O.A. Thorp Academy	773-534-3640	6024 W. Warwick Avenue	Chicago
3/31/11	1:00 PM	Bridgeport Catholic Academy - South Campus	773-376-6223	3700 South Lowe Avenue	Chicago
4/1/11	1:30 PM	St. Mary Star of the Sea	773-767-6160	6424 S. Kenneth Avenue	Chicago
4/4/11	9:00 AM	Earl Hanson Elementary	309-793-5930	4000 9th Street	Rock Island
4/4/11	1:30 PM	Bureau Valley South - Jr. High	309-895-2037	220 Stewart Street	Buda
4/5/11	9:00 AM	Flanagan Elementary	815-796-2261	202 E. Falcon Highway	Flanagan
4/5/11	1:30 PM	Carlock Elementary	309-557-4412	301 W. Washington Street	Carlock
4/6/11	9:00 AM	Midland Elementary	309-246-7215	206 North High Street	Lacon
4/6/11	1:00 PM	Parkside Elementary	309-557-4689	1900 W. College Avenue	Normal
4/7/11	9:00 AM	Gilman Elementary	815-265-7631	215 East Second Street	Gilman
4/7/11	1:00 PM	East Lawn Elementary	217-379-2000	341 E. Center Street	Paxton
4/8/11	9:00 AM	Wilcox Elementary	217-525-3281	2000 Hastings	Springfield
4/8/11	1:00 PM	St. Agnes School	217-793-1370	251 N. Amos	Springfield
4/11/11	9:15 AM	Main Street School	217-774-4731	225 W. Main Street	Shelbyville
4/11/11	1:00 PM	Okaw Valley Elementary	217-665-3541	309 N, Washington Street	Bethany
4/12/11	9:00 AM	Lake Crest Elementary	217-346-2166	310 N. Teeter Street	Oakland
4/12/11	1:00 PM	Marshall Jr. High (for South Side Elementary)	217-826-2395	805 North 6th Street	Marshall
4/13/11	9:00 AM	North Side Elementary	618-847-4341	806 North 1st Street	Fairfield
4/13/11	1:45 PM	Pinckneyville Elementary	618-357-5161	301 West Mulberry	Pinckneyville
4/14/11	1:00 PM	Community Consolidated School	618-357-2419	6067 St. Rt. 154	Pinckneyville
4/15/11	9:00 AM	Du Quoin Elementary	618-542-2646	845 East Jackson Street	Du Quoin
4/15/11	1:00 PM	Jefferson Elementary	618-983-7561	1108 Grand Avenue	Johnston City
4/18/11	9:00 AM	Herrin Elementary	618-942-2744	5200 Herrin Road	Herrin
4/19/11	9:00 AM	Jefferson Elementary	618-524-4390	4915 Jefferson School Road	Metropolis
4/19/11	1:30 PM	Franklin Elementary	618-524-2243	1006 Mt. Mission Road	Metropolis
4/20/11	9:00 AM	Meridian Elementary	618-342-6773	208 Valley Road	Mounds
4/20/11	1:00 PM	Egyptian Elementray	618-776-5251	20023 Diswood Road	Tamms
4/25/11	9:00 AM	Winola Elementary	309-596-2114	1804 17th Street	Viola
4/25/11	1:00 PM	Harding Elementary	309-734-6414	415 East 9th Street	Monmouth
4/26/11	8:15 AM	New Boston Elementary	309-587-8141	301 Jefferson	New Boston
4/26/11	1:30 PM	Lincoln-Irving Elementary	309-743-1612	1015 16th Avenue	Moline
4/27/11	9:00 AM	West Carroll Primary	815-273-7747	2215 Wacker Road	Savanna
4/27/11	1:00 PM	Eastland Middle (for Eastland Elementary)	815-493-6301	601 S. Chestnut	Shannon
4/28/11	9:00 AM	Chenoa Elementary	815-945-2971	700 S. Division	Chenoa
4/28/11	1:00 PM	Sugar Creek Elementary	309-452-0935	200 Towanda Avenue	Normal
4/29/11	1:30 PM	Bushnell-Prairie City Elementary	309-772- 9464	345 E. Hess Street	Bushnell