



FOODPLAY[®]
 productions
 Turning kids on to healthy habits!

For the Press

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FOODPLAY is coming to an Illinois school near you!
National award-winning show turns kids on to healthy eating and exercise habits.

Date: _____ Time: _____ Phone: _____

School: _____ Email: _____

Address: _____ City: _____ State: IL

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FOODPLAY, a national award-winning theater show, will be presented at 40 selected 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).



FOODPLAY will be bringing its cast of colorful performers, amazing feats of juggling, motivating messages, music, magic, and audience participation to

_____ [school]

in _____ [city] on _____ [date].

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 40 Illinois schools during April, National Soyfoods Month. 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 residents take charge of growing up healthy and fit.

While FOODPLAY makes good eating great fun, its messages are quite serious. In the last 25 years, obesity rates have doubled among schoolchildren and tripled among adolescents. According to the Centers for Disease Control and Prevention, of children born in the year 2000, one out of two African American and Latino children and one out of three Caucasian children are expected to develop diabetes if current eating and exercise habits don’t improve. Less than one percent of U.S. children consume the recommended servings of healthy foods and fewer than half participate in daily physical activity.

“April is ‘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, Ill. “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 diet stinks! 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. Children learn the importance of fueling up with breakfast and being active every day; how to increase their intake of fruits and vegetables; how to cut down on sweets and unhealthy fats; and how to 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.

As part of the "Celebrating Soy! – FOODPLAY Tour," schools will receive a FOODPLAY theater assembly along with 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 everyone involved—teachers, students, parents, school food service, and health staff. 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 checkoff 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: **www.ilsoy.org**

Founded in 1982 by Barbara Storper, MS, RD, a leader in the field of children's nutrition, FoodPlay Productions has spread its message of good health to over three million schoolchildren across the country. With its traveling theater shows and media campaigns, FoodPlay Productions uses the power of live theater to promote healthy eating and active lifestyles to the nation's youth. For food and nutrition tips, free downloads, and fun-filled resources, visit: **www.foodplay.com**

NOTE: High-resolution images and digital press releases are downloadable at:
www.foodplay.com/news/press.html

Photographers invited - great photo opps!



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