United Fresh Start Foundation Joins Silicon Valley Leaders at 3rd Annual 5K Run to Support Salad Bars for California Schools

Partnership provides increased access to fresh produce for children in Santa Clara County and Surrounding Communities

WASHINGTON, D.C. (March 15, 2016) – On Saturday, March 12, United Fresh CEO Tom Stenzel joined California State Superintendent of Education Tom Torlakson and leaders from Silicon Valley’s renowned high-tech business sector at the 3rd annual Lam Research “Heart & Soles 5K”, benefitting salad bars for schools in San Jose, Santa Clara County and surrounding communities. This is the third year that the United Fresh Start Foundation has collaborated with the Silicon Valley Leadership Group Foundation to support salad bars for local schools.

“What began as a produce industry initiative to assist schools with serving more fresh fruits and veggies to children has truly grown into a movement that is engaging individuals, non-profits and corporate partners outside the produce industry,” said Stenzel.

“The Silicon Valley Leadership Group Foundation has galvanized a coalition of tech industry and local non-profit partners. We are very pleased to have their support, and to know that technology innovators who value creative solutions, also believe in salad bars as a way to empower the next generation to make healthy choices every day,” he said.

The 2016 “Heart & Soles 5K” saw over 1,500 Silicon Valley residents, technology executives, government, education and non-profit leaders come out to run in support of salad bars for local schools. Over the past two years, The Silicon Valley Leadership Group Foundation has supported salad bars for 122 San Jose-area schools, benefitting nearly 100,000 students. This year’s event aims to support 70 additional salad bars. In the weeks ahead, The Silicon Valley Leadership Group Foundation will work closely with the United Fresh Start Foundation to identify school districts for donation, coordinate outreach to schools and facilitate the delivery of salad bars, as part of the Let’s Move Salad Bars to Schools initiative.

As an added value to this year’s event, several produce industry partners joined with the United Fresh Start Foundation to display a salad bar at the race, as well as provide tote bags and fresh produce to runners and their families. Thank you to the following supporters:

- Dole Food Company - Tote Bags, Bananas
- Robinson Fresh - Tote Bags
Following the event, all remaining produce was donated to the Milpitas Food Pantry and the salad bar was delivered to the nearby Cambrian School District.

The day prior to the “Heart & Soles 5K”, Stenzel and United Fresh’s Director of Foundation Programs and Partnerships, Andrew Marshall, joined staff from The Silicon Valley Leadership Group Foundation; local non-profit and salad bar supporter, The Health Trust; and produce distributor Daylight Foods, to meet with school foodservice leaders from the Alum Rock Elementary District at Ocala Middle School in east San Jose. The visit provided an opportunity to observe students using the salad bar, as well as have an inside look at a location that serves as both a cafeteria and a satellite kitchen/production and distribution facility that receives, prepares and then transports food to other schools in the district.

“It was terrific to see the salad bar and how students were able to select from colorful options that included baby carrots, cucumbers, grape tomatoes, bell pepper strips, jicama sticks and fresh, whole mandarins, among other choices,” said Marshall. “The folks at the Alum Rock District are working very hard for their students and we appreciate their commitment to ensuring their children have access to a variety of fresh choices.”

United Fresh and The Silicon Valley Leadership Group Foundation first came together in 2013, following the successful year-long produce industry campaign to support salad bars for California schools. The “Let’s Move Salad Bars to California Schools” campaign resulted in the donation of salad bars to 436 California schools throughout the state. The United Fresh Start Foundation has since worked closely with the Silicon Valley Leadership Group and the California Department of Education to support healthier school meals for California schools.

Since 2010, the United Fresh Start Foundation and Let’s Move Salad Bars to Schools partners have facilitated the donation of salad bars to more than 4,500 schools in all 50 states, benefitting nearly 3 million children every school day. Salad bars have been donated to over 1,050 California schools, the most of any state.

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**About The United Fresh Start Foundation**
The United Fresh Start Foundation is a 501 (c)(3) not-for-profit organization focused exclusively on increasing children’s access to fresh fruits and vegetables. Affiliated with the United Fresh Produce Association, the Foundation is committed to helping today’s children achieve the public health goal to make half their plate fruits and vegetables in order to live longer and healthier lives. We work to create an environment in which kids have easy access to high-quality, great-tasting and affordable fresh fruits and vegetables, whenever and wherever they are choosing snacks or a meal, ensuring kids everywhere are Growing Up Fresh.

**About the Silicon Valley Leadership Group Foundation**
The purpose of the Silicon Valley Leadership Group Foundation is to help improve the quality of life in the Silicon Valley region through the provision of funding for food, clothing, shelter, medical care, education and other basic necessities of life. The Foundation supports activities that drive a strong sense of community engagement and serves as a forum for non-partisan research and analysis of public policy
issues affecting the Silicon Valley region. It focuses on providing financial and promotional assistance to charities, business and community leaders, scholars or other groups that support its mission.

**About Let’s Move Salad Bars to Schools**

*Let’s Move Salad Bars to Schools* is a public health campaign to increase salad bars in schools across the country so that every child has the choice of healthy fruits and vegetables every day at school. *Let’s Move Salad Bars to Schools* supports First Lady Michelle Obama's *Let’s Move!* initiative to end childhood obesity in a generation. Founding partners are: The United Fresh Start Foundation, National Fruit and Vegetable Alliance, Chef Ann Foundation, and Whole Foods Market. More information can be found online at [www.saladbars2schools.org](http://www.saladbars2schools.org)
Tim Archer, Chief Operating Officer of Lam Research, the title sponsor of the “Heart & Soles 5K,” joins with United Fresh President & CEO Tom Stenzel to support salad bars for San Jose-area schools.

Runners enjoy tote bags loaded with fresh produce, courtesy of the United Fresh Start Foundation and produce industry sponsors.
Runners enjoyed Dole bananas, Duda Farm Fresh Foods celery snack packs, and fresh-cut cantaloupe from Renaissance Food Group.
The team from Renaissance Food Group hands out Garden Highway fresh-cut cantaloupe to runners young and old.
United Fresh Board Member Rudi Groppe, President of Gilroy, CA-based Heinzen Manufacturing International, ran in the 5K with his family as a local weekend activity.