



UNITED FRESH START FOUNDATION

NEWS RELEASE

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Contact: Mary Coppola

mcoppola@unitedfresh.org

202-303-3425

United Fresh Start Foundation Launches Community Grants Program To Increase Children's Access To Fresh Produce

Washington, D.C. (January 10, 2017) – The United Fresh Start Foundation is launching a new Community Grants Program to help advance the organization's mission to increase children's access to fresh fruit and vegetables.

The new initiative will provide \$25,000 in grants to local community organizations and groups that share the United Fresh Start Foundation's commitment to increasing kids' access to fresh produce, ensuring they develop healthy habits that will last a lifetime. This effort extends the foundation's work beyond the school day and will provide children with fresh fruit and vegetables afterschool, on weekends, and during summer breaks.

"Food insecurity and obesity are major challenges for millions of children across the country," says United Fresh President and CEO Tom Stenzel. "We are proud of the work we have done in schools to increase fresh fruits and vegetables, but we know that many children need access when school is out. The program is designed to ensure kids have access throughout the day and the year."

During this week's Produce Legends Dinner in New Orleans, the foundation announced the plans to launch the Community Grants Program. The Foundation is committing \$25,000 to the 2017 Community Grants Program. Grants will be available in various amounts up to \$2,500. Applications will be accepted this spring and the recipients will be announced during the United Fresh Show this June in Chicago, IL.

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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. The Foundation works to create an environment where kids have easy access to high-quality, great-tasting and affordable fresh fruits and vegetables, ensuring kids everywhere are *Growing Up Fresh*.