



UNITED FRESH START FOUNDATION

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United Fresh Start Foundation Launches Fundraising Campaign

Campaign raises money to increase children's access to fresh fruits and vegetables

Washington, D.C. (June 27, 2018) – This week, the United Fresh Start Foundation announced the launch of a three-year fundraising campaign that aims to secure \$5 million in commitments to support the foundation's mission of increasing children's access to fresh fruits and vegetables. The new campaign was announced by United Fresh Chairman of the Board Cindy Jewell in her Chairman's remarks during the United Fresh 2018 Opening General Session.

"As a non-profit, we're dependent on the generous funding of our industry and other contributors committed to children's health," said Phil Muir, Chairman of the Foundation's Board of Trustees. "Long-term financial commitments will not only allow us to grow our impact today, but also build multi-year collaborations with other organizations that will grow and deepen our impact for years to come."

"The United Fresh Start Foundation focuses on three core mission areas where it can make the most impact on our nation's children: in schools, in communities and connecting our businesses to make a difference in local communities," said Kate Olender, Senior Director of Health & Wellness.

The Foundation is best known for its flagship *Salad Bars to Schools* Program, which has placed over 5,000 salad bars in schools in all 50 states, benefitting nearly three-million children. The Foundation's Community Grants Program, now in its second year, has provided \$100,000 to community organizations that increase kids' access to fresh fruits and vegetables after school, on weekends, and throughout the summer. Each year, during the United Fresh Expo & Conference, the Foundation hosts more than 50 school foodservice directors for the annual School Foodservice Forum, a two-day interactive event that connects school foodservice with fresh produce industry leaders.

"We have been contributing to the United Fresh Start Foundation for many years," said Lisa McNeece, Vice President of Foodservice and Industrial Sales at Grimmway Enterprises, Inc. "The impact I've personally witnessed has been tremendous. Barbara Grimm-Marshall has been a true champion of the Edible Garden in our very own community. This along with Grimmway's corporate contribution to the Foundation has allowed us to expand that reach and provide access for more kids across the country. The benefits are truly immeasurable."

"What makes our Foundation successful is that we harness the power and passion of our entire industry to ensure kids can eat fresh fruits and vegetables," said Olender.

For information about corporate contributions to the United Fresh Start Foundation, contact Kate Olender, Senior Director of Health & Wellness at kolender@unitedfresh.org or 202-303-3420.

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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*.