



MEDIA CONTACT

Amanda Keefer
Produce for Kids
407-697-1779

amanda@produceforkids.com

Produce for Kids Fact Sheet

Produce for Kids® is a cause marketing company that helps families eat healthier, raises funds for children's charities and increases sales of partners' products. Through its grocery retail and digital programs, Produce for Kids has raised more than \$5.7 million since 2002 to benefit kids.

Produce for Kids hosts multiple campaigns each year in grocery stores nationwide that combine advertising, in-store display materials, public relations and online/social media marketing to reach families. All campaigns raise funds to support Feeding America and other local children's charities. Shoppers can support this worthy program and promote healthy eating habits by purchasing sponsored products featured at their local grocery store.

In addition, Produce for Kids hosts [Power Your Lunchbox Pledge™](#), a digitally focused campaign during the back-to-school timeframe in which parents are encouraged to visit poweryourlunchbox.com and take the pledge to pack healthier lunchboxes for their family. The 2015 Power Your Lunchbox Pledge received 10,000 pledges from families and classrooms across the U.S.

In 2015, Produce for Kids launched its new *Produce for Kids Club™*, which shoppers at participating retail partners' stores can join by visiting produceforkidsclub.com and entering the code printed on their receipt after purchasing participating products. By joining the Kids Club, families will have access to a healthy eating welcome kit as well as fun online activities for kids and meal planning guidance for parents.

The Produce for Kids website is a one-stop-shop for busy families. The site includes resources, recipes and activities centered around eating healthy. The site contains more than 275 family-friendly recipes and the Produce for Kids® Blog offers tips for parents written by parents who specialize in different areas of expertise.

Visit the Produce for Kids website for more information: <http://www.produceforkids.com>

Produce for Kids

**2901 Curry Ford Rd
Suite 4
Orlando, FL 32806
www.produceforkids.com**