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PRODUCE FOR KIDS WELCOMES NEW TEAM REGISTERED DIETITIAN

Katie Serbinski of Mom to Mom Nutrition to Serve as Official RD for Produce for Kids

ORLANDO, FL – April 12, 2017 – Produce for Kids welcomes Katie Serbinski, of Mom to Mom Nutrition, to the team as the Official Registered Dietitian (RD) of Produce for Kids. Katie will serve as the Official RD providing content for the Produce for Kids Blog, analyzing recipes, hosting Twitter parties and providing useful content for the Produce for Kids *We Heart RDs* kit, which is delivered to retail dietitians monthly.

"Katie is a mom of three young children and has not only insight as a registered dietitian, but also real life experience implementing fruit and veggie-packed recipes in her own home," said Trish James, vice president at Produce for Kids. "It is extremely important to us that every recipe on ProduceforKids.com has the stamp of approval from a registered dietitian. In addition, as we develop our retail dietitian outreach, it's imperative that we have a registered dietitian as part of the team."

Katie is the founder of Mom to Mom Nutrition, a healthy food and lifestyle blog where she shares recipes, realistic nutrition advice and experiences with other health-minded parents. Katie has been an active contributor to the Produce for Kids Blog since 2015.

"My goal at Mom to Mom Nutrition has always been to show my readers that raising a healthy family is achievable, even when things seem crazy," said Katie Serbinski, author at Mom to Mom Nutrition. "I'm excited to bring my expertise to the Produce for Kids team where I can share recipes, tips and advice to the Produce for Kids audience."

Katie will serve as the Official RD at Produce for Kids, but will be provided with support from Produce for Kids RD blog contributors Holley Grainger of HolleyGrainger.com, Jodi Dannen of CreateKidsClub.com and Estela Schnelle of The Weekly Bite.

More than 300 RD-approved fruit and vegetable packed recipes are housed on ProduceforKids.com with new recipes being added year-round. All recipes are approved by a registered dietitian ensuring they meet dietary guidelines.

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About Produce for Kids®

Produce for Kids® believes in creating a healthier generation. As a cause marketing organization, Produce for Kids creates programs that provide easy, fun, and inspiring recipes. Since its creation in 2002 by Shuman Produce Inc., Produce for Kids has raised more than $6 million to benefit children and families. To learn more about Produce for Kids and healthy eating, visit www.produceforkids.com, Facebook, Twitter, Pinterest or Instagram.

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