



**MEDIA CONTACT**

Amanda Keefer

Produce for Kids

407.697.1779

Amanda@produceforkids.com

**FOR IMMEDIATE RELEASE**

**PRODUCE FOR KIDS PREPPING FAMILIES FOR SUMMER WITH  
#SIMPLYSUMMER TWITTER PARTY**

**Twitter party kicks off summer healthy eating initiatives and Produce for Kids retail campaigns**

**ORLANDO, FL – May 16, 2017** – Produce for Kids, along with Shuman Produce, Southern Valley and To-Jo Mushrooms will kick off grilling season with a #SimplySummer Twitter party on Thursday, May 18 at 4 pm ET. The party marks the kick-off of retail campaigns in more than 2,000 stores in 28 states, addition of more than 50 seasonal recipes to produceforkids.com, the promotion of fresh produce with the [What's in Season Guide](#) and [Produce Tips](#), and a relaunch of the [Simply Summer: 20 Fresh Cookout Favorites e-cookbook](#).

“The weather is warming up and families are looking for new ideas to kick off the season. We are excited to have three of our produce partners participating in our #SimplySummer Twitter party,” said Trish James, vice president Produce for Kids. “We invite all likeminded brands to be part of the conversation on Thursday to help build awareness for healthy eating.”

During the #SimplySummer Twitter party, Produce for Kids and partner brands will be sharing recipes and tips with consumers on summer grilling, the upcoming Memorial Day holiday, summer travel and more. Shuman Produce, Southern Valley and To-Jo Mushrooms will be giving away prize packs during the party. A copy of the script can be [downloaded here](#). Past Produce for Kids Twitter parties have averaged 8.2 million impressions\*.

The Twitter party coincides with the June kick-off of several Produce for Kids retail campaigns including Associated Wholesale Grocers Oklahoma, Associated Wholesale Grocers Springfield, Meijer, Price Chopper/Market 32 and Publix Super Markets. Thirty-three produce partners are participating in campaigns running June through July.

Fifty new seasonal recipes have been added to produceforkids.com to support produce partners' products and to capitalize on new food trends like cauliflower rice, jackfruit, Naan pizzas and Buddha bowls. Recipes also highlight in-season produce, grilling, and grab-and-go ideas for the warmer months.

“This will be our first summer season with the new Produce for Kids Produce Tips section of our website,” continued James. “We see this a huge opportunity to highlight how to pick, store and prep popular seasonal produce.”

The Simply Summer e-cookbook, popular last year, is being relaunched with new recipes and can be downloaded for free on [produceforkids.com](http://produceforkids.com). Complete with 20 registered dietitian-approved cookout classics, a guide to What's in Season for Summer, and tons of summer tips sprinkled throughout, the free e-cookbook will have families ready for summer.

# # #

*\*Produce for Kids Twitter party impressions are calculated through [Hashtracking.com](http://Hashtracking.com). Reporting provided upon request.*

### **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 charities that support children and families. To learn more about Produce for Kids and healthy eating, visit [www.produceforkids.com](http://www.produceforkids.com), [Facebook](#), [Twitter](#), [Pinterest](#) or [Instagram](#).

**Produce for Kids**

2901 Curry Ford Rd.  
Suite 4  
Orlando, FL 32806  
[www.produceforkids.com](http://www.produceforkids.com)

Produce for Kids

2901 Curry Ford Rd.

Suite 4

Orlando, FL 32806

[www.produceforkids.com](http://www.produceforkids.com)