



MEDIA CONTACT

Amanda Keefer
Produce for Kids
407.697.1779
Amanda@produceforkids.com

For Immediate Release

PRODUCE FOR KIDS ANNOUNCES JUNE RELEASE OF THE HEALTHY FAMILY PROJECT PODCAST

New podcast by Produce for Kids to focus on family-centric content centered around food and health

ORLANDO, FL – April 30, 2018 – Produce for Kids is introducing the next step in a 360-degree approach to reaching families through the new Healthy Family Project by Produce for Kids podcast, launching in early June. The podcast will be available for download through popular podcast library applications, including iTunes, and will consist of content ranging from conversations with expert Produce for Kids blog contributors, hot topics in the world of health, food and families, farm-to-table stories, introduction of new health-minded brands and products, and more.

“With more than 300 blog posts on produceforkids.com and a panel of 12 dedicated expert blog contributors, it only made sense to take this content and bring it to life in audio form,” said Amanda Keefer, director of marketing communications at Produce for Kids. “Our audience is evolving, and we intend to do the same, providing them with the information they need in the way they are choosing to receive it.”

According to the Nielsen Q3 2017 study, 50 percent of U.S. homes are podcast fans – totaling more than 60 million homes. Half of these households are fans of at least one podcast while 22 percent of all podcast fans consider themselves “avid” fans of podcasting.

The Produce for Kids regular blog contributors, and future podcast contributors, include registered dietitians Katie Serbinski of [Mom to Mom Nutrition](http://MomtoMomNutrition.com), Holley Grainger of HolleyGrainger.com and Jodi Dannen of CreateKidsClub.com as well as psychologist Dr. Stephanie Smith of DrStephanie.com, Plant-based parenting expert Cory Warren of [Lean Green Dad](http://LeanGreenDad.com) and meal prep guru Brenda Thompson of MealPlanningMagic.com, among several others.

“Our intent will be to drive our listeners back to our bank of over 400 registered dietitian-approved recipes, video content and resources on produceforkids.com,” continued Keefer. “Our goal is to involve many likeminded partners in this endeavor through farm-to-table stories and sharing of new product information.”

The podcast will be just one part of a concerted effort in 2018 to expand digital marketing efforts beyond traditional including voice search, Facebook and Instagram Live, and an expanded video database. Just like Produce for Kids’ 360-degree approach to reaching families, the podcast will serve a 360-degree effort to help families be healthier, with an emphasis on healthy eating, nutritional information, physical activity and mental health.

In addition to ProduceforKids.com and its average 35,000 monthly visitors, the podcast content will be amplified through the Produce for Kids social media community of more than 225,000 followers, through email marketing efforts to nearly 50,000 subscribers and influencer outreach of more than 1.5 million.

#

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 \$6.4 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](#).

Produce for Kids

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