



ANNUAL PRODUCE FOR KIDS RETAIL CAMPAIGNS CREATING A HEALTHIER GENERATION

More than 2,000 grocery stores to implement Produce for Kids healthy eating initiatives through 2018

ORLANDO, FL – April 24, 2018 – Produce for Kids will be partnering with more than 30 produce companies this year to spread the healthy eating message in more than 2,000 grocery stores and online. In 2017, [Produce for Kids](#) campaigns raised more than \$309,000 supplying nearly 3 million meals to families in need through Feeding America and funding 50 in-school nutrition shows through [Jump with Jill](#).

In 2018, Produce for Kids retail partners include AWG Springfield Division, AWG Oklahoma Division, AWG Gulf Coast Division, Meijer Stores, Military Produce Group and Publix Super Markets. Several retailers will implement lengthier campaigns in stores while others will conduct two separate pulse periods to inspire shoppers to eat healthier.

“We are excited to welcome new grocers as well as welcome back grocery retailers who have continued to share in our mission to create a healthier generation year after year,” said Trish James, vice president, Produce for Kids. “Our campaigns have raised more than \$6.4 million for families in need over the years and with the help of our produce partners, we anticipate this year to once again provide the much-needed support to the communities within our retail partners’ footprint.”

In-store signage, which differs between retailer, is supported through Produce for Kids retailer-specific dedicated microsites housed on [produceforkids.com](#) so shoppers can easily access information on their grocer’s campaign. The sites include everything from branded family-friendly recipes, grocery gift card giveaways, local store event information, seasonal tips, and digital coupons.

“Our retail campaigns don’t stop with in-store signage and circular support,” said James. “With more than 15 years working in the retail produce space, Produce for Kids has built a targeted 360-degree approach to reach shoppers in-store and online through targeted email and social media support, influencer marketing programs and partnerships with grocery delivery services to amplify messaging.”

Through [ProduceforKids.com](#) and social media efforts, Produce for Kids can amplify its messaging to a community of more than 225,000 followers. As part of every program, recipes are branded with participating produce companies’ products and shared to the Produce for Kids Pinterest page, which averages a reach of 4.7 million monthly viewers. Campaign messaging is also amplified through Produce for Kids group of blogger influencers with a collect reach of more than 1.5 million.

In addition to Produce for Kids retail campaigns, the Healthy Family Project podcast featuring family health experts will launch in June 2018 and the 5th annual [Power Your Lunchbox Promise](#) program will launch in August 2018 to kick-off the school year.

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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 \$6.4 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

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