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**FOR IMMEDIATE RELEASE**

**PRODUCE FOR KIDS® CELEBRATES HEALTHY HALLOWEEN AT JACKSONVILLE PUBLIX**

*Families create Halloween-themed snacks to close out 16<sup>th</sup> annual Publix campaign*

**Orlando, Fla. – Oct. 30, 2018** – In celebration of Halloween and the 16<sup>th</sup> annual Publix Super Markets' Produce for Kids® campaign, Produce for Kids hosted a healthy Halloween-themed recipe demonstration for families at a Jacksonville, Fla. Publix on Oct. 28. The Produce for Kids campaign took place during the month of October in all Publix stores and produce partners of the campaign were featured in the Halloween event.

“We know Halloween is a tough time for families when it comes to eating healthy,” said Trish James, vice president, Produce for Kids. “Our goal for this event was to showcase fun produce-centric snacks that families can make together while providing take-aways like healthy weeknight recipe ideas, coupons and promotional items from our partners.”

Families were able to take a break from their weekly grocery trip to create healthy spiders and pumpkins together at the Cooking School last weekend. Families were given coupons to use in the produce department, easy registered dietitian-approved recipe ideas to take home, fun fruit and veggie-themed plush toys and other promotional items from Produce for Kids health-conscious partner companies.

“We were excited to offer this fun activity to our shoppers,” said Chef Tony Charbonnet, Sr. Resident Chef at the Publix Aprons Cooking School in Jacksonville. “We offer a wide variety of classes through our Cooking School and this was the perfect addition during the Halloween season.”

The campaign ran through the month of October and was supported by six participating fresh fruit and vegetable companies including Avocados From Mexico, CrunchPak®, Del Monte® Foods, Little Bear®, Marie's® and Michigan Apples. Publix customers are encouraged to support these brands by eating more nutritious fruits and vegetables. Shoppers can visit [produceforkids.com/publix](http://produceforkids.com/publix) to access recipes and healthy ideas.

The campaign raised funds for local Feeding America® member food banks, is in its 16th year and is celebrating more than 3.6 million meals\* donated to families in need and more than \$546,000 for Feeding America programs that benefit families and children in Publix market areas. The Publix partnership has raised, in total, more than \$3.2 million to benefit local charities within the seven-state Publix footprint since 2002.

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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 \$6.7 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](#).

### **About Publix**

Publix is privately owned and operated by its more than 1905000 employees, with 2017 sales of \$34.6 billion. Currently, Publix has 1,197 stores in Florida, Georgia, Alabama, Tennessee, South Carolina, North Carolina and Virginia. The company has been named one of *Fortune's* 100 Best Companies to Work For in America for 21 consecutive years. In addition, Publix's dedication to superior quality and customer service is recognized among the top in the grocery business. For more information, visit the company's website, [corporate.publix.com](http://corporate.publix.com).

### **About Feeding America®**

Feeding America® is the largest hunger-relief organization in the United States. Through a network of 200 food banks and 60,000 food pantries and meal programs, we provide meals to more than 46 million people each year. Feeding America also supports programs that prevent food waste and improve food security among the people we serve; educates the public about the problem of hunger; and advocates for legislation that protects people from going hungry.