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5TH ANNUAL KIDS IN THE KITCHEN HEALTHY EATING AND EXERCISE FAIR

March 2, 2010 (Long Beach, CA) – In conjunction with National Nutrition Month in March, the **Junior League of Long Beach (JLLB)** will present its fifth annual **Kids in the Kitchen** event, a healthy eating and exercise fair. The free event will be held on **Saturday, March 13th from 10 a.m. to 2 p.m.** at the Vons parking lot at 1820 Ximeno Avenue in Long Beach. Local children and their families are invited to participate in this fun-filled day of entertaining lessons and demonstrations related to healthy food and exercise.

“The JLLB is excited to build upon the success of its previous Kids in the Kitchen events. This year it will be 50% larger and we have an expanded group of community sponsors and participants,” said Sarah Swain, JLLB Kids in the Kitchen Chairperson.

“Childhood obesity has become a nationwide epidemic with one in three kids either overweight or obese. It is important for each of us to take an active role in the healthy future of the children in our communities,” said Jennifer Blanchard, JLLB President. “Junior Leagues’ Kids in the Kitchen is able to do that in a fun, engaging way with hands on activities and educational opportunities for the entire family.”

The JLLB has partnered with Vons because healthy eating begins with the food that we buy. Visitors will have the opportunity to tour through Vons, learning how to select healthful foods. Professional chefs Paul Buchanan and Tony Zervas will deliver healthy cooking demonstrations and kids will get to prepare their own snacks at four cooking stations. Other activities include fitness demonstrations, and games such as veggie bowling, cereal limbo, and a jump rope contest. Participating children will have a chance to win a Nintendo Wii + Wii Active, basketballs, dance lessons, cooking camp, and other prizes.

The event goes beyond healthy eating by also educating families on fire safety. The Long Beach Fire Ambassadors will showcase a Fire Safety House and give safety tips on how to escape from a burning house. The Long Beach Fire Department will be on site from 11 a.m. to 12 p.m. with a fire engine.

More details about the games, activities, and event sponsors can be found at www.JLLB.org.

ABOUT THE JUNIOR LEAGUE OF LONG BEACH

The Junior League of Long Beach (JLLB) is an organization of women committed to promoting voluntarism, developing the potential of women, and improving the community through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.

The Junior League of Long Beach has been a driving force behind initiatives and institutions that make our community a healthier, more vital place to live. Since 1931, the JLLB has worked with the community to identify needs, raise funds, and design sustainable projects. Nearly 500 members strong, the Junior League of Long Beach reaches out to all women, regardless of race, color, religion, or national origin, who demonstrate an interest in and commitment to voluntarism.