

Food Network South Beach Wine & Food Festival Adds Children to the Mix With “Fun and Fit as a Family”

First of Its Kind Initiative Addressing Childhood Obesity

Miami Beach, FL – The 2008 Food Network South Beach Wine & Food Festival presented by *Food & Wine Magazine* announces the launch of the new interactive community-based initiative – **Fun and Fit as a Family** presented by South Beach Diet and Travel + Leisure Family – to address the real danger of the obesity epidemic currently plaguing school-aged children.

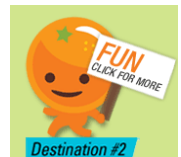
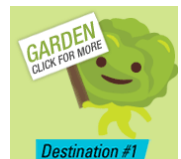
Taking place February 23rd – 24th, at Jungle Island, Miami’s premiere theme park, the **Fun and Fit as a Family** “mini-festival” within the main festival will bring together some of the world’s greatest celebrity chefs and personalities, health professionals and fitness experts to educate children and their parents about how to adopt healthier, more active lifestyles.

In partnership with The Parent Academy of Miami-Dade County Public Schools and Share Our Strength’s Operation Frontline, **Fun and Fit as a Family** will welcome 10,000+ attendees of families with school-aged children during two days of interactive educational activities that showcase fun ways to exercise and make healthier food choices. This grassroots campaign will also serve to contribute to a school-based healthy lifestyle initiative and after-school program to improve overall academic performance and reduce rates of childhood obesity.

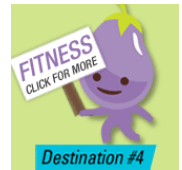
Fun and Fit as a Family Weekend program highlights include:

- Healthy cooking demonstrations led by Food Network’s **Rachael Ray, Jamie Oliver, Tyler Florence, Ellie Krieger** and **Robin Miller** as well as well known chefs **Art Smith and Allen Susser**. **LuNcHoLoGy®** will demonstrate kid friendly, heart healthy yet nutritious recipes for school aged children from their, “**We’re Kids and We’re Cookin®**,” **Stage Show and Cookbook**. Together with **LuNcHoLoGy®** will also provide a product sampling from companies across the country that create Kid Friendly and Heart Healthy alternatives when packing a lunch or mid-day snack. Kids can even decorate their very own **LuNcHoLoGy®** Lunch Bags at the Front Entrance of Jungle Island to use to gather goodies in the 5 Destinations within Jungle Island.

- **Destination #1: GARDEN: The Children’s Sustainable Food Garden** presented by Agatston Research Foundation and the 2008 South Beach Wine & Food Festival’s Fun and Fit as a Family will give children the opportunity to explore, touch, smell and taste fruits, vegetables and herbs from the garden while learning from garden guides.
- **Destination #2: FUN: Food Labs** where families don aprons and get their hands messy with local chefs as they experience an extra-sensory understanding of the five major food groups.



- **Destination #3: FOOD: LuNcHoLOgy®**, together with **Health e-Lunch Kids®** along with many other companies will provide product samplings for Parents and children who walk from food station to food station, trying nutritious snacks and drinks prepared by health-conscious exhibitors and learn about new products and projects aimed at a healthy lifestyle.
- **Destination #4: FITNESS:** Team sports, life-long fitness skill building activities like Pilates and fitness challenges.
- **Destination #5: DISCOVER:** Interactive exhibits including heart rate and calorie burning monitoring.



Fun and Fit as a Family promises to be a family-oriented weekend where education is thoroughly mixed with entertainment, whisked by exercise and topped by a new understanding about nutritious eating and healthy living. For more information and to donate product for sampling contact LuNcHoLOgy®: at 1 (888) i-8-Lunch.

The festival will kick off Friday, February 22nd, at the Ritz-Carlton South Beach with “Culinary Stars Rachael Ray, Jamie Oliver and Alice Waters Join Forces with Scientists for Change: A Fresh Start for Our Children” featuring health experts and celebrity chefs who are actively involved in their communities presenting evidence-based approaches to childhood obesity prevention. The group includes **Alice Waters** on behalf of *Edible Schoolyard Program*; **Rachael Ray’s Yum-O** initiative, **Jamie Oliver’s School Dinners Project** and **Dr. Arthur Agatston’s Healthier Options for Public School Children (HOPS) Study**. Also on hand to participate will be, among others, **Dr. David Ludwig** of Harvard University and author of *Ending the Food Fight: Guide Your Child to a Healthy Weight in a Fast Food/Fake Food World* and **Dr. Gary Foster** of Temple University and Principal Investigator of *HEALTHY* funded by the NIH.

Fun and Fit as a Family presented by South Beach Diet and Travel + Leisure Family is brought to you by the Food Network South Beach Wine & Food Festival presented by *Food & Wine Magazine*. Fun and Fit as a Family is also made possible through the John S. & James L. Knight Foundation, The Children’s Trust and Health Foundation of South Florida. The Food Network South Beach Wine & Food Festival is produced by Florida International University and Southern Wine & Spirits of Florida with the support of the Miami Beach Visitors & Convention Authority and the Miami-Dade County Department of Cultural Affairs. For more information about Florida International University visit www.fiu.edu, for the School of Hospitality and Tourism Management visit www.hospitality.fiu.edu and for more information about Southern Wine & Spirits visit www.southernwine.com.

The **Agatston Research Foundation**, founded by Arthur S. Agatston, MD, is a non-profit research foundation dedicated to improving the heart health and wellness of the nation through research, education, and prevention. The largest study conducted by the Foundation is the *Healthier Options for Public Schoolchildren (HOPS) Study*, led by Danielle Hollar, PhD. This study seeks to prevent chronic diseases associated with obesity by tackling obesity in early life through elementary school-based prevention strategies that thematically integrate healthy dietary offerings, nutrition and healthy lifestyle educational curricula, increased levels of physical activity, and other school-based projects, such as school gardens in a replicable manner.

Put your products directly in the hands of 10,000 school aged children and their families. If you are interested in becoming a Product Sponsor or making a Product donation, please contact Kristi Thomas, President, LuNcHoLOgy®, 1 (888) i - 8 - Lunch – Corporate, www.lunchology.com, A FEED YOUR BRAIN COMPANY®! E-mail: kristi.thomas@lunchology.com

Please use the attached Sponsor Inventory Perishable **PACKAGING LABEL** to ship your Product Donation to arrive between February 18th and the 20th. Please label your contribution according to refrigeration needs in the Contents and Important Information Section.