



## FOR IMMEDIATE RELEASE

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### **JLP's Kids in the Kitchen Committee Announces Continued Partnership with Girl Scouts, Upcoming Program**

*KITK worked with more than 2,000 Valley youth last year on making healthy food choices and active lifestyles to combat childhood obesity.*

Phoenix, AZ (October 6, 2014) — A signature program of The Junior League of Phoenix, [Kids in the Kitchen](#), will partner with the Girl Scouts Cactus Pine Council for an event on November 1 from 9 am to noon that will host nearly 200 girls from kindergarten to eighth grade on making healthy food and lifestyle choices.

As the partnership between the Girl Scouts and JLP's Kids in the Kitchen enters its ninth year, this event will focus on healthy decision-making to decrease the prevalence of childhood obesity and poor nutrition in the Valley. Programming includes an "Eat This, Not That" educational segment, a hands-on Chef snack preparation segment, a Food Plate portion segment, and an exercise segment.

More than 50 volunteers from the JLP and the Girl Scouts Cactus Pine Council will help to facilitate the event.

"Kids in the Kitchen partners with organizations that share our commitment to improving the lives of Valley youth," Jessica Eldridge, chair of Kids in the Kitchen, said. "The Girl Scouts Cactus Pine Council provides an inclusive environment where girls can develop the skills they need to become our future leaders, and we are proud to support the next generation of female leaders in building healthy, positive habits."

The mission of the Kids in the Kitchen signature program is to empower youth to make healthy lifestyle choices and help reverse the growth of childhood obesity and its associated health issues. The goals of Kids in the Kitchen are to increase children's awareness of nutrition in everyday foods, to improve the quality of healthy foods that kids eat by showing easy and tasty ways to eat better, and to increase the amount of exercise that kids do during their daily routine.

"Childhood obesity is a growing challenge for our nation's youth, but it is 100% preventable." Eldridge said. "Kids in the Kitchen programming teaches kids and families to make healthy

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lifestyle choices through engaging, hands-on learning experiences. If kids associate good nutrition with fun, they are more likely to change their habits."

Over the past five years, JLP's Kids in the Kitchen has impacted over 2,000 Valley youth through its diverse programming, with the expectation to educate an additional 1,000 this year alone.

**About The Junior League of Phoenix**

The Junior League of Phoenix, Inc. is an organization of nearly 1,000 women committed to promoting voluntarism, developing the potential of women, and improving the Valley of the Sun through the effective action and leadership of trained volunteers. Celebrating its 80<sup>th</sup> anniversary this year, JLP has invested millions in the community and contributes over 75,000 volunteer hours annually. Current League programs are structured around the JLP's focus area of "Building a Healthy Arizona."

For more information about The Junior League of Phoenix, please visit [www.jlp.org](http://www.jlp.org) or call The Junior League of Phoenix Headquarters at (602) 234-3388.

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