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FOR IMMEDIATE RELEASE

**Whole Foods Market Partners with Local Businesses and the
Boys & Girls Clubs of Sarasota County to Launch a “Healthy Kid Club.”**

Sarasota, FL (June 9, 2010) — Whole Foods Market and in Sarasota County is sending a very clear message about all the mixed messages consumers hear about healthy food choices. Spring boarding off their “Health Starts Here” initiative, Nikki Heil, Whole Foods Market Marketing and Community Relations Specialist has developed a two-week program to pilot at the Lee Wetherington Boys & Girls Club. “It makes sense to do this program at BGCSA—they not only have a proven effective Culinary Program, they have eager kids who want to learn healthy eating habits and may encourage their friends and family to do the same,” says Heil. Eating healthy can be easy and affordable—it just takes effort. Heil together with parenting experts Jim and Louise McKenzie, founders of 6KidsNFit.com, designed the program with success in mind—every participant signs an agreement to commit to healthier lifestyle choices.

The program will run during the summer in three two-week sessions. Sessions include a nutritional overview by Heil and Jim and Louise McKenzie, as well as discussion, coaching and motivation using the 6kidsNFit program methods for children; developing a shopping list factoring costs, taste and nutritional density; tour of Whole Foods Market including label-reading guidelines; Robert Kluson from the Sarasota Extension Office will coach participants on sustainability and the importance of supporting local producers; a cooking class with three Ritz-Carlton, Sarasota Chefs; a cooking class with Chef Paul Mattison of Mattison’s Restaurants; lunch at Mattison’s City Grille with Heil to discuss healthy choices when dining out; Cookbook author Vicki Chelf’s Vegetarian cooking class—discussing eating all the “colors of the rainbow”; all culminating in a Healthy Kids Club graduation catered by Whole Foods Market with the BGC kids sharing their experiences.

“We are excited about partnering with Whole Foods Market—they have been supporters of our Clubs for many years,” says Mack Reid, BGCSA President and CEO. “Nikki knows our kids and especially their eating habits and routines.” The program will be facilitated by Lee Wetherington BGC Youth of the Year, Alexis Montero. Montero has been very involved in the BGC Culinary Program and because of his involvement and his dedication, he is scheduled to attend Johnson and Whales in the fall.

Why a Healthy Eating Class at the Boys & Girls Clubs?

- About 32% of children and adolescents today — 25 million kids — are obese or overweight, according to the Centers for Disease Control and Prevention.
- The CDC reports that teen obesity rates are growing exponentially, having tripled in the past 20 years. We also know that 70% of obese children become obese adults, and that 75% of our healthcare dollars are spent on chronic disease management - diseases that are 80% preventable with lifestyle modifications.

About the Boys & Girls Clubs of Sarasota County:

The Boys & Girls Clubs of Sarasota County have played an integral role in the Sarasota County community for more than 40 years, providing daily programs and services to thousands of young people. The Mission of the Boys & Girls Clubs of Sarasota County is to enable all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens. The Boys & Girls Clubs of Sarasota County is the 2009 Non-Profit of the Year recipient, awarded by the Greater Sarasota Chamber of Commerce.

About 6KidsNFit:

6KidsNFit is dedicated to helping families deal with fitness, nutrition and weight issues (www.6kidsnfit.com), and the founders have written two books on parenting and child weight loss issues. 6 KidsNFit are also members of the Healthy Weight Commitment Foundation (HWCF) in Washington, ,a nationwide foundation working with Discovery Channel and Meredith Publishing, and are dedicated to reducing child obesity by 2015.