



JUNIOR LEAGUE OF GREATER ORLANDO

Women building better communities

FOR IMMEDIATE RELEASE

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Kashi Honors Junior League of Greater Orlando's Commitment to Solving the 'Real Food Deficit'

Local Junior League Wins 1 of 29 Kashi Awards for Kids in the Kitchen Program

ORLANDO, Fla. (May 1, 2012) – The Junior League of Greater Orlando (JLGO) received a national award from Kashi, the premier natural food and lifestyle company, in support of their Kids in the Kitchen program. Kids in the Kitchen is a seven-year-old Junior League program promoting health and nutrition.

The Kashi REAL Project™ works to raise awareness of the Real Food Deficit: Kashi's term for the food insecurity our nation currently faces. Food insecurity is especially problematic in Central Florida, where almost 44,000 people – a quarter of them children – live in food insecure homes. Kashi's support allows JLGO to continue improving childhood nutrition and combating food insecurity in our local community. "It was an honor to be one of only three Leagues to receive the \$5,000 grant from Kashi," says JLGO President Allison Hudson. "To be recognized by a company focused on improving health through better nutrition and education is a real testament to the work JLGO is doing."

The core cause of the Junior League of Greater Orlando is to combat childhood hunger and poverty in the local community, and JLGO continues to make significant progress toward this goal. In early March, 2012 the volunteer organization hosted its fifth annual Kids in the Kitchen Fit-n-Fun Fest where exhibitors demonstrated products and services geared towards healthy living for families and children. Additionally, JLGO hosted its Hoops for Hunger charity gala in April, raising money for League programs such as Kids in the Kitchen and Healthy, Informed, Playful (HIP) Kids. The League also advocated for the elimination of food deserts, working with Senator Gary Siplin to introduce Senate Bill 852, the Healthy Foods Retail Act, into the Florida Senate.

To learn more about Kashi's REAL Project™, visit kashi.com/realproject.

ABOUT JLGO

The Junior League of Greater Orlando, Inc. is an organization of women committed to promoting volunteerism, 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 with a focus on identifying and creating programs that address the issues of child well being and family enrichment. The Junior League of Greater Orlando celebrates its 64th year serving Greater Orlando and involves more than 800 women who believe in making a difference in their community. For more information, visit www.jlgo.org.

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