



FOR IMMEDIATE RELEASE

September 11, 2001

Contact: Christine Krstic

5 A Day Association of Utah

801-538-9454, ckrstic@doh.state.ut.us

**The 5 A Day Association of Utah
Says to Utah's Kids "Yes You Can!" Eat 5 A Day**
A 5 A Day Cooking Contest for Children at the Utah State Fair

(Salt Lake City, UT)—In celebration of 5 A Day Month this September, the Utah 5 A Day Association is inviting children to participate in a 5 A Day Cooking Contest at the Utah State Fair. Recent data show that only 36% percent of Utah children eat at least five servings of fruits and vegetables each day. Although the benefits of "5 A Day" are clear- five or more servings of fruits and vegetables a day may help reduce the risk of certain cancers- getting kids to follow suit is difficult. Furthermore, surveys shows that the most consumed "vegetable" by children is french fries. In light of this, the Utah 5 A Day Association would like kids to come up with their own healthy 5 A Day recipes and share them with other Utah kids. Who knows better what kids like than kids themselves!

The contest will take place on **September 13, 2001 from 7:00p.m.-8:30 p.m.** at the Zion Building at the Utah State Fair Park. The age range for participants is 8-14 years old. The participants will need to bring a delicious 5 A Day recipe (appetizer, snack, drink, entree, or dessert that includes a serving of fruits or vegetables), along with a sample they cooked at home.

The first prize winner will receive \$100, second place winner will receive \$75, and third will receive \$50.

Official rules for 5 A Day Cooking Contest

1. Open to children ages 8-14 years of age by September 13, 2001
2. All cooking and preparation must be done by entrant.
3. Prepare an entrée, side dish, salad, appetizer, snack or drink that uses fruits and/or vegetables as the main ingredients. Recipe must be original. Only one recipe/entry per contestant.
4. Must purchase ingredients at Smith's Food & Drug Centers. Bring receipt with your entry as proof of purchase.
5. Submit two (2) copies of your recipe, printed or typed on 8 1/2" x 11" white paper; one with recipe only and one with your recipe, name, age, address and phone number.
6. Recipes become the property of the 5 A Day Association of Utah, Utah State Fair and Smith's Food & Drug Centers, who reserve the right to edit, adapt, copyright, publish, or advertise the recipes and the names of the contestants without compensation.

-MORE-

7. Taxes are the responsibility of the winner.
8. Judging will be based on taste appeal, appearance, originality. Judges decisions are final.

Other tips to help your child eat their 5 A Day:

- **Be a role model:** When you stop in a store, pick up a packet of some dried fruit and a can of low-sodium vegetable juice instead of a candy bar and soda. Comment on how good your snack is. At home or at a restaurant, get excited about how good the vegetables look and smell.
- **If you make it they will come:** What's more accessible in your kitchen—the cookies or the cut-up cucumbers? The more handy and visible you make your fruits and vegetables, the more likely your children are to snack on them.
- **Get interactive:** Kids can become fruit and veggie advocates when they are part of the project. They can help by sprinkling raisins or blueberries on cereal or yogurt, grating carrots and cucumbers to make the “hair” for “monster hair salads,” or throwing fruit into blender and whizzing them up into shakes. Letting them become chefs gets them excited about the meal, and gives you a few seconds to think about other things.
- **There's always SOMETHING they will like:** There are too many fruits and vegetables, and too many ways for them to be prepared, for your children to decide that they don't like them. Just try: small broccoli florets added to macaroni and cheese, fruit chunks in gelatin, and home-made 100 percent fruit juice popsicles.
- **Give your kids a choice:** Take them to the grocery store or farmers markets to let them see all the different shapes and colors that fruits and vegetables offer. Then they can pick out a new fruit or vegetable they would like to try and help with the preparation.

With daily plans, quick tips and easy, delicious “kid-approved” recipes, even the most ardent fruit & veggie-phobes will find themselves feasting on fruits and vegetables. 5 A Day is a terrific and necessary way to eat your way to health. For 5 A Day Month and beyond, don't forget: **Yes You Can!**

###

The 5 A Day program is a joint initiative of many public and private partners, including the National Cancer Institute, the Produce for Better Health Foundation, and the Centers for Disease Control and Prevention, to increase consumption of fruits and vegetables to at least five servings daily for better overall health. For more information and ideas on how enrich your diet with fruits and vegetables, check out the 5 A Day web site at www.5aday.gov and the UDOH web site at www.hearthighway.com.