



MEDIA CONTACT

Amanda Keefer
Produce for Kids
407.697.1779
amanda@produceforkids.com

FOR IMMEDIATE RELEASE

POWER YOUR LUNCHBOX RETURNS WITH A FOCUS ON EMPOWERING KIDS IN THE KITCHEN

Six brands unite to support United Fresh Start Foundation to increase accessibility to fruits and veggies

ORLANDO, Fla. – Aug. 9, 2020 – Healthy Family Project’s annual [Power Your Lunchbox](#) campaign launched today with a focus on empowering kids to pack their own lunches, make after school snacks and help prepare family meals along with a new element that puts the spotlight on super star teachers. The program, now in its eighth year and in partnership with health-conscious brand partners, has raised more than \$165,000 to benefit charities that support families. This year, partners have committed to a donation of \$12,000 to United Fresh Start Foundation to increase access to fresh produce for children and families.

The hub of the campaign is [Poweryourlunchbox.com](#). This is the “go-to” spot for families kicking off the new school year featuring family-friendly and registered dietitian-approved lunchbox inspiration, content highlighting the campaign’s health-conscious brand partners, and back-to-school tips for navigating the new school year. While on the site, families can [nominate a super star teacher](#) who will receive promotion codes for several top teacher shops on the popular website Etsy as well as entry for a chance to win Amazon gift cards.

“We recognize that kids of all ages can lend a hand in packing lunches and creating family meals. This year’s campaign is all about helping our future generation to be successful and independent in the kitchen,” said Trish James, vice president, Healthy Family Project. “We know many kids depend on school for their meals and that’s why we are dedicated to ensuring those who receive their meals from school have access to healthy options. We are excited to once again support United Fresh Start Foundation with this year’s donation to increase accessibility in schools.”

Six health-conscious brands will join forces to help families kick off a healthy school year while making a difference. Brands supporting Power Your Lunchbox are: Bee Sweet Citrus, Crispy Green[®], Nature Fresh Farms, Pero Family Farms[®], Shuman Farms’ RealSweet[®], and Yo Quiero![®].

New this year, Power Your Lunchbox is stepping into the [Tik Tok space](#) sharing hacks and quick video inspiration for Tik Tok’s 680 million users. [Instagram](#) will be a key platform for the program, focusing in on Healthy Family Project’s audience of more than 84,000 and the popular #PowerYourLunchbox hashtag, which saw millions of impressions last year. A Facebook Live kids in the kitchen themed cooking class will take place on the [Healthy Family Project Facebook page](#) on August 25 at 3:30 pm ET with Healthy Family Project’s mother-daughter on camera duo Amanda and Charli. The popular yearly #PowerYourLunchbox Twitter party is set for August 19 at 4 pm ET.

Additional elements to the campaign include e-newsletters targeting families, support from current Healthy Family Project influencer network, and daily social media promotion during the campaign timeframe.

Power Your Lunchbox started in 2014 to help families during the back-to-school season. In 2016, the program was awarded a Marketing Excellence Award from *Produce Business*. Power Your Lunchbox was the first-place recipient of the Best International Initiative for Marketing Fresh Produce to Children in 2019 for the Power Your Lunchbox program at the London Produce Show and Conference.

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[Campaign graphics available here.](#)

About Healthy Family Project

Healthy Family Project believes in creating a healthier generation. As a cause marketing organization, Healthy Family Project creates programs, like Produce for Kids, that provide easy, fun, and inspiring recipes and healthy ideas. Since its creation in 2002 by Shuman Farms, Healthy Family Project has raised more than \$7 million to benefit children and families. To learn more about Healthy Family Project and healthy eating, visit healthyfamilyproject.com.

About the United Fresh Start Foundation

The United Fresh Start Foundation is a 501 (c)(3) not-for-profit organization focused exclusively on increasing children's access to fresh fruits and vegetables. Affiliated with the United Fresh Produce Association, the Foundation is committed to helping today's children achieve the public health goal to make half their plate fruits and vegetables in order to live longer and healthier lives. We work to create an environment in which kids have easy access to high-quality, great-tasting and affordable fresh fruits and vegetables, whenever and wherever they are choosing snacks or a meal, ensuring kids everywhere are *Growing Up Fresh*. More information at: www.unitedfreshstart.org.