

NEWS RELEASE

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For Immediate Release

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Fowler Citrus Company Joins National Campaign to Support Healthy Eating Habits

FOWLER, Calif., – For the third consecutive year, Bee Sweet Citrus is eager to help kick off the Power Your Lunchbox Promise with Produce for Kids. The Power Your Lunchbox Promise, a national campaign, aims to encourage families and their children to eat healthier lunches, after-school snacks and everyday dinners.

“Bee Sweet Citrus is very excited to take part in such an amazing, health-oriented campaign,” said Bee Sweet Citrus Director of Communications Monique Bienvenue. “For the past five years, Produce for Kids has done an amazing job of sharing healthy tips and recipes with families and educators. We’re eager to see how our combined efforts can help encourage healthy habits at home and in the classroom.”

The Power Your Lunchbox campaign began this week and ends on September 23rd. Throughout the campaign, families will be encouraged to take an online promise that supports healthy eating at home and at school. For every promise made, sponsors of the Power Your Lunchbox Promise will make a collective \$1 donation to Feeding America programs that support families and children.

In addition to the online promise, Produce for Kids will be marketing register dietitian approved recipes and nutrition tips on their online and social media platforms. Supporters are encouraged to use the #PowerYourLunchbox hashtag throughout the campaign to help spread awareness on their own social media accounts as well.

“As we celebrate the 5th year of the Power Your Lunchbox Promise, and over 1 million meals donated to Feeding America through the program, we could not have made such an impact without the support of passionate partners like Bee Sweet Citrus,” said Produce for Kids Digital Marketing Manager Amber Bloom. “Together, we’re creating a healthier generation one promise, lunchbox and meal donated at a time.”



The Bee Sweet Citrus marketing team will be sharing Power Your Lunchbox campaign material on all its social media platforms, and will be participating in the campaign's Twitter party on August 16th at 4 pm ET. For additional information, please visit www.poweryourlunchbox.com.

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About Bee Sweet Citrus

A grower, packer and shipper of California citrus, Bee Sweet Citrus is an emerging leader in today's agriculture industry. Founded in 1987, Bee Sweet Citrus is a family owned and operated company, and provides over 15 different varieties of citrus to its consumers! Located in the heart of California's Central Valley, Bee Sweet is focused on innovation, sustainability and customer satisfaction.

About Produce for Kids[®]

Produce for Kids[®] believes in creating a healthier generation. As a cause marketing organization, Produce for Kids creates programs that provide easy, fun, and inspiring recipes. Since its creating in 2002 by Shuman Produce Inc., Produce for Kids has raised more than \$6.4 million to benefit children and families. To learn more about Produce for Kids and healthy eating, visit www.produceforkids.com, [Facebook](#), [Twitter](#), [Pinterest](#) or [Instagram](#).

About Feeding America

Feeding America is the nationwide network of 200 food banks that leads the fight against hunger in the United States. Together, we provide food to more than 46 million people through 60,000 food pantries and meal programs in communities across America. Feeding America also supports programs that improve food security among the people we serve; educates the public about the problem of hunger; and advocates for legislation that protects people from going hungry. Individuals, charities, businesses and government all have a role in ending hunger.

Donate. Volunteer. Advocate. Educate. Together we can solve hunger.

Visit www.feedingamerica.org, find us on [Facebook](#) or follow us on [Twitter](#).

