

Fruits and Veggies - More Matters

The Centers for Disease Control and Prevention and the Produce for Better Health Foundation launched a new initiative to promote fruit and vegetable consumption that will be replacing the 5-A-Day campaign. The new brand, **Fruits and Veggies - More Matters** was launched nationally on March 19, 2007.

The **Greater Cleveland Fruits and Veggies – More Matters Coalition** brought together local schools, supermarkets, farmer’s markets, health care systems, food pantries, health departments and social service agencies to reach out to the community and raise awareness about the health benefits of more eating fruits and vegetables. During the week of March 19th, 2007, The Cuyahoga County Fruit and Veggies – More Matters Committee launch a week of fun filled events in the local communities.

One of the activities during launch week was the “**Fruits and Veggies - More Matters**” to Kids **Poster Contest**. Schools were encouraged to submit 3 posters from each grade level K-5. Posters were divided by grade level and judged based on originality and message. One winner was selected in each grade and an over all “Grand” prize winner was selected out of the 6 winners. Each poster entered received a certificate of recognition for participating and all posters will be showcased in local Giant Eagle Stores on the Eagle Nest bulletin boards. The 6 winners received a prize package from contest sponsor KISS 96.5 FM. The prize pack included: 2 tickets to Stan Hywet Hall’s Tree House Exhibit this summer, a KISS FM t-shirt, 3 free game/movie rentals from Giant Eagle and other fun prizes. The “Grand” prized winner will be featured in Steps to a Healthier Cleveland’s city-wide poster campaign to encourage Clevelanders to eat more fruits and veggies. All 6 winners have been featured in local newsletters and can be viewed on the Cuyahoga County Board of Health website (www.ccbh.net) and the Steps to a Healthier Cleveland website (www.clevelandhealth.org/steps).

The local 6 winners of the “**Fruits and Veggies - More Matters**” to Kids Poster Contest are:

- Kindergarten** – Megan Rhine, Ridgebury Elementary
- 1st grade** – Andrew Manning, Adrian Elementary
- 2nd grade** – Hanna Schranam, Rodoan Elementary
- 3rd grade** – Jasmine Berry, Chambers Elementary
- 4th grade** – Samantha Korber, Louis Agassiz Elementary
- 5th grade** – Hunter Reinecke, Louis May Alcott Elementary



Grand Prize winner - 3rd grade – Jasmine Berry, Chambers Elementary