



## FOR IMMEDIATE RELEASE

### **Super Kids Nutrition Challenge for March's National Nutrition Month – expand the family's fruit and vegetable repertoire in a variety of colors!**

Los Angeles, California, February 10, 2011 - Even when bombarded with nutrition information, it's surprising that just 6% of the population consumes the daily recommendation for veggies and only 8% achieves the target for fruit. While many parents agree that including more fruits and vegetables is important for good nutrition, many find it difficult to introduce more variety into family meals.

[Super Kids Nutrition](#) to the rescue! "Make it taste fresh, yummy and give it a twist," says Melissa Halas-Liang, Super Kids Nutrition founder. "Getting kids to eat fruits, vegetables, beans and whole grains in a variety of colors can be easy if you make it hands-on."

This month, Super Kids Nutrition encourages parents to focus on getting kids involved in snack and meal preparation – even if it's just measuring the rice and adding it to the rice cooker. Start by asking your child to choose a vegetable at the grocery store to cook at home and see what happens! Visit [Super Kids for tips about fruits and vegetables](#), [organic and local](#), meal time , [kids' learning activities](#) and [Super Kids Nutrition blog](#) for great new ideas to get kids eating right.

Here are eight easy-to-implement tips from Super Kids Nutrition experts to help expand family palates, diversify diets and create fun, healthy eating habits.

- 1. Let fruits and vegetables reign in your house!** Keep them washed, peeled, cut and available in plain sight such as the front of the fridge, on kitchen countertops, on the dining table etc. Keep chips and pretzels out of sight. Better yet - limit purchasing too many processed snack foods that take the place of nutrients your kids need.
- 2. Don't give up!** Up to 20 exposures to a new food may be necessary to make kids try them.
- 3. Play fair.** Do not solely rely on sneaking vegetables into other foods. While this may seem like a good tactic, if used regularly it will backfire in the long term. Your kids will think of vegetables as something so awful they that need to be camouflaged. Instead offer vegetables in various textures, colors and forms – cooked and uncooked, with and with out dips. Try jicama, raw sweet bell peppers and other crunchy veggies to start.
- 4. Cool names make a difference.** No kid can resist Super-Vision Carrots or Dinosaur Trees (broccoli) with Swamp Sauce (a healthy dressing, low sodium soy sauce or tomato sauce on the side).

5. **Shop, cook and eat together!** Kids are more likely to eat fruits and vegetables if they help choose them in a grocery store, prepare them at home and eat them with the family.
6. **Get fully charged before starting the day. Breakfast = brain power.** Some examples of a good breakfast include: yogurt, fruit and nuts; a low-sugar, whole-grain cereal with milk and banana slices; eggs and whole grain toast; oatmeal with cinnamon and fruit. YUM!
7. **Turn on your defensive shield to fight bacteria and colds - eat more super foods!** Eat fruits, vegetables and beans in every color, every day. Be sure to eat lots of greens for healthy eyes, skin and nails. Choose more whole grains like whole wheat, spelt, quinoa, whole oats, millet and brown or deep colored rice. Enjoy healthy fats - avocados, nuts and olives – just don't overeat them.
8. **Make it exciting.** Read, play and learn about fruits and vegetables together in a fun way. Visit the Super Crew® at [www.superkidsnutrition.com](http://www.superkidsnutrition.com). The Super Crew Makes Healthy Eating Fun for Kids - Super Kids Nutrition offers professional advice on how families can boost their fruit and vegetable intake.

### **About Super Kids Nutrition**

Melissa Halas-Liang, MA, RD, CDE started Super Kids Nutrition Inc. in August 2006 to save the world one healthy food at a time™. The Super Kids Nutrition team represents a diverse, nationally recognized group of Registered Dietitians and nutrition professionals who specialize in childhood, school and family nutrition. Super Kids Nutrition is recognized and listed by the USDA and state board educational sites as a credible nutrition education resource providing nutrition content, school and parent newsletters, parent Q & A and resources with over 10,000 schools in 23 states. The Super Kids Nutrition website, books and other educational resources are available to parents, teachers, and healthcare professionals looking for tools and information on eating healthfully and raising a healthy family. To learn more, visit <http://www.superkidsnutrition.com>, <http://blog.superkidsnutrition.com/> or [join us on facebook](#).

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