



FOR IMMEDIATE RELEASE

CONTACT: **Shawn Campbell Zurawski**
Circle Public Relations
shawn@circlepublicrelations.com
815/730-1772

Melissa Halas-Liang
SuperKids Nutrition
melissa@superkidsnutrition.com
626-818-6299

MARCH IS NATIONAL NUTRITION MONTH – TRANSFORM KIDS INTO HEALTHY SUPERKIDS

SuperKids Nutrition Website - superkidsnutrition.com - Offers Quick Tips to Jumpstart Healthy Eating Habits for Kids

Los Angeles, California, March 2, 2010 – Healthy lifestyles and kids' nutrition have been leading the headlines over the past several months. From initiatives at the White House and schools to major talk shows and newly released books, Americans are more aware than ever before about the importance of starting good eating habits early on. While parents know it's important to raise healthy kids, they may not truly understand how to do so. To help educate parents, kids and healthcare professionals, a mom that is also a registered dietitian created SuperKids Nutrition to offer expert tips and tools to help raise healthy families.

"I am thrilled to see that more parents and kids want to learn how to incorporate healthy food choices into their daily lives," said Melissa Halas-Liang, SuperKids Nutrition founder. "With a focus on nutrition this month, there is no better time for families to make this important lifestyle change."

National Nutrition Month Tips from SuperKids

SuperKids Nutrition is challenging parents and kids to jumpstart a lifestyle change this month through free resources on superkidsnutrition.com. The website empowers parents to build a healthy family through easy-to-read information, coloring pages, activities, recommended children's book and more. Some simple changes families can make this month include the following tips from SuperKids Nutrition.

Tips to develop healthy eating habits today that will last a lifetime:

- **Model It** – Walk the walk and talk the talk. Give your kids the best example of health by living it.
- **Slow Down When You Eat** – Eat slowly to give your brain time to get the message that your stomach is full.
- **Play Every Day** - Get your family moving together: walk, hike, bike and play.
- **Make Meal Time Memories** – Cook and eat together.
- **Brake for Fruit** – Instead of a big dessert, satisfy your sweet tooth with some fresh fruit.
- **Breakfast is the Way to Start Your Day** - Boost your memory, concentration and metabolism.
- **Veggies are the way to go** – Vegetables are jam-packed with nutrients. Eat them fresh or frozen at lunch, dinner or on the go.
- **Can the Soda** - A 12-ounce soft drink can contain 13 teaspoons of sugar. Go for water instead.

“SuperKids Nutrition aims to empower children and families to reach their full potential by having the energy and good health needed to accomplish their life goals,” said Halas-Liang. “While providing information is important, I knew that it should also be fun for kids. As a result, we created the Super Crew® characters.”

Super Crew® Makes Healthy Eating Fun for Kids

To make learning about healthy eating fun for kids, Melissa created the Super Crew® characters, superhero kids who get powers from eating healthy foods of certain colors. Brought to life through the website, coloring pages and beautifully illustrated children's books, the Super Crew® encourages kids to understand and value the importance of good nutrition. In addition to children books, the Super Crew® are featured in fun learning activities that can be downloaded on superkidsnutrition.com and deliver nutrition concepts in activities that also teach science, math, reading and fitness.

Havoc at Hillside Market and *Super Baby Abigail's Lunchtime Adventure* are two books that feature the Super Crew®. The books offer adventures that engage children and come to life on the vibrant pages. In addition to the stories, each book provides parents with ideas on how to peak their child's interest in learning about healthy nutrition and trying new foods. Books are available at superkidsnutrition.com.

About SuperKids Nutrition

SuperKids Nutrition Inc. was founded in August 2006 by Melissa Halas-Liang, MA, RD, CDE to save the world one healthy food at a time™. The SuperKids Nutrition team also represents a diverse, nationally recognized group of Registered Dietitians and nutrition professionals who specialize in childhood, school and family nutrition. The SuperKids 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 www.superkidsnutrition.com.