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SOSMENTOR, LA5 ROTARY, AND LOS ANGELES RECREATION AND PARKS ANNOUNCE THE HEALTHY FAMILIES HARVEST FESTIVAL TO BE HELD ON SATURDAY, NOVEMBER 16TH AT SOUTH PARK RECREATION CENTER



The festival will be the culmination event of The Healthy Families Campaign, a partnership program between SOSMentor and LAUSD which provides access to health and nutrition education to students and their families

LOS ANGELES, CA- SOSMentor announced today that their LAUSD partnership program, *The Healthy Families Campaign*, will culminate with the Healthy Families Harvest Festival. Presented by LA5 Rotary and Los Angeles Recreation and Parks, the festival, which will be held at the South Park Recreational Center in the heart of downtown Los Angeles on Saturday, November 16th, is the culmination of SOSMentor's Healthy Families Campaign, a nutrition education campaign in nearly 700 LAUSD schools taking place during the Fall 2013 school semester. Carole Donahue, SOSMentor co-founder and Partnership Coordinator is excitedly anticipating the event. "We are thrilled with the early data generated from the Healthy Families Campaign," Donahue said. "Children and their families within the greater Los Angeles area are learning practical information for leading healthier lives and the Healthy Families Harvest Festival will be a wonderful opportunity for the community to come together and embrace these healthy habits in a fun and festive

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environment.” Fifty lucky students and their families who participated in the campaign will receive a healthy lunch and \$50 in Thanksgiving groceries at the event.

The completely free community event will feature appearances by the Los Angeles Laker Girls, Kellee McQuinn of Kid Tribe, Papa Joe, and the UCLA Folklorico. Celebrity Dignitaries include Council Member Curren D. Price, Jr. and KABC Food Coach Lori Corbin. Guests will enjoy fresh and healthy foods and produce, arts and crafts, family relay races, Zumba, yoga, blood pressure, blood glucose and cholesterol screenings, and many other health and nutrition resources for the entire community. The event is open to the public and runs from 10:00 AM- 2:00 PM.

Confirmed corporate sponsors and/or participants include Nestle, Five Star Gourmet Foods Inc., the Ketchum Downtown YMCA, NEWtricious, A Place Called Home, Lawry’s, SGS Produce, St. Vincent Medical Center, CLIF Bar, Beyond the Bell, Los Angeles Lakers, USC Institute for Genetic Medicine Art Gallery, USC Rossier School of Education, Champions for Change, Global Alliance for Arts & Health, Los Angeles Regional Food Bank, Cal Fresco, Covered California, and Gold’s Gym.

About the Healthy Families Campaign

SOSMentor’s Healthy Families Campaign is an opportunity for students to learn and teach their parents and families about healthy eating and physical activity. The first-ever Healthy Families Campaign in Fall 2013 seeks to provide nutrition education for students and additional resources to help parents improve their family’s health, while encouraging families to make healthy changes together.

Students of all ages in nearly 700 schools throughout LAUSD are participating in nutrition lessons. After the students have learned this valuable information, they take the knowledge home with them to teach their parents and families. The campaign builds on the principles upon which SOSMentor was founded: the concept that mentoring and empowering kids will have a ripple effect throughout the community.

About 650,000 children in Los Angeles County live in food-insecure households and do not always have sufficient healthy food. At the same time, more than 40% of 5th, 7th, and 9th graders in Los Angeles County are overweight or obese. Although hunger and obesity appear to be opposite ends of the spectrum, they are twin problems that are both linked to poverty and a lack of access to healthy food. The Healthy Families Campaign aims to improve eating and exercise habits among LAUSD youth and their families through education, access, practical resources, and fun activities.

About SOSMentor

SOSMentor is committed to improving the lives of thousands of Los Angeles students through their innovative “train the trainer” mentoring. Founded in 2000, SOSMentor’s initial focus was college preparation and career readiness. In 2006, the organization shifted their primary focus to addressing childhood obesity through nutrition education and physical fitness programs.

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In these award-winning programs, caring teachers, coaches, and professionals take a personal interest in students, mentoring them in proper nutrition and fitness. Mentored students then become teachers themselves to younger students and their families, reinforcing the lessons they have learned while spreading positive messages throughout the community. Since 2006, over 2,000 students in the greater Los Angeles area have participated in the SOSMentor ShapeUp program and in 2011, the LAUSD Healthy Schools Campaign was launched. SOSMentor's programs are providing students with the information and tools they need to lead healthy, successful lives. Through education and the development of leadership skills, SOSMentor takes active measures to reverse the childhood obesity epidemic.

For additional information regarding SOSMentor's programs, the Healthy Families Harvest Festival, corporate donations, and opportunities to volunteer, please visit <http://sosmentor.org>