



PRESS RELEASE

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Win the Food Fight and Show Your Valentine You Care on February 14

City of Redding

First 5 Shasta

McConnell
Foundation

Mercy Medical
Center

Shasta County
Public Health

Shasta Family
YMCA

Turtle Bay
Exploration Park

SHASTA COUNTY: Make this Valentine's Day extra special by picking up the recipe and ingredients for a healthy meal tonight. Healthy Shasta and Holiday Quality Foods have teamed up to present '*Winning the Food Fight*' – a 10-week series to help busy families eat healthy. **Join us at the Holiday Front Street Market, on February 14 from 3 pm to 6 pm for the series kick-off.** Festivities will include a live radio remote with Q97, free giveaways, cooking demo, food tasting, and a Registered Dietitian to answer your questions.

"We want our Holiday Markets to become an important outlet for shoppers to make healthier meals for their families. We are proud to offer Shasta residents the largest selection of organic produce in the county," said Aaron Weigel, Store Director of Holiday Front Street Market. "Teaming up with Healthy Shasta in 'Winning the Food Fight' makes sense."

"We know that eating healthy can be a challenge for busy families. Our goal is to help people identify healthy options quickly and easily," said Melinda Shaffer, a Registered Dietitian with Healthy Shasta.

Healthy Shasta is a partnership to help people be more physically active and to eat healthy. We are committed to changes that make healthy choices easier and more enticing. For more information, recipes and tips for winning the food fight, visit www.healthyshasta.org or call 229-8243.

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