



PRESS RELEASE

Date: February 9, 2007
Contact: Melinda Shaffer, Registered Dietitian, Healthy Shasta; 229-8243
Doug Duggins, Marketing Director, Holiday Quality Foods;
347-4621 ext. 120

Winning the Food Fight Kick-Off February 14

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SHASTA COUNTY: 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. Show your Valentine how much you care by picking up tips and recipe ideas for a healthy meal!

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

"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.

Winning the Food Fight Kick-Off Event

WHEN: Wednesday, February 14
3 pm to 6 pm

WHERE: Holiday Front Street Market, 3315 Placer
(Corner of Placer and Buenaventura in Redding)

WHAT: Live radio remote with Q97 FM (3 pm – 5 pm)
Free giveaways
Cooking demos & taste testings
Recipes & tips for winning the food fight

- more -



Winning the Food Fight, Continued:

Throughout the 10 week series, you can pick up Healthy Shasta's *Winning the Food Fight* recipes and tips at any Holiday Quality Foods in Shasta County. On the back is a shopping list with everything you need to make a quick, delicious meal for your family in 30 minutes or less. While shopping, look for shelf tags with the Healthy Shasta logo, which will direct you to the ingredients you need to make the meal. Meals will change every other Wednesday through April.

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Healthy Shasta is a partnership to help people be more physically active and to eat healthy. We are committed to changes that help 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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