



**JUNIOR LEAGUE OF
MEMPHIS**

Women building better communities

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**JOIN THE JUNIOR LEAGUE OF MEMPHIS FOR A HEALTHY LIVING
EVENT AT THE CHILDREN'S MUSEUM OF MEMPHIS**

Memphis, Tenn., September 16, 2009 -- Join the Junior League of Memphis (JLM), **Saturday, September 26th from 10 a.m. to 12 noon**, at the Kids in the Kitchen (KIK) event at the Children's Museum of Memphis (CMOM). This event will provide children and their parents with the tools to make nutritional eating choices in an interactive environment. Topics will include:

- A Walk Through the Food Pyramid
- Learning to make healthy food choices
- Creating healthy snacks
- Balancing healthy food choices with active play

"Kids who participate in *Kids in the Kitchen* walk away with practical tools that will help them live healthier lives," said Chey Widdop, JLM president. "By learning about nutrition and actually preparing healthy meals, kids are able to adopt healthy habits that can last a lifetime."

"Encouraging children to think about the balance of foods they eat raises awareness of calories, nutrients and portion sizes -- these contribute to good health and help them avoid the obesity epidemic that affects nearly a third of children in the US today and is such a grave threat to their health," she said.

Statistics regarding childhood obesity and inactivity in Tennessee remain high. The state ranks third in the nation for childhood obesity, and it's estimated that as many as 46 percent of children in Tennessee are overweight or at risk of becoming overweight. Tennessee is also among the top five states for Type 2 diabetes in children and ranks 48th in the nation for its population's overall health (Sources: American Heart Association, Centers for Disease Control).

In the fight against childhood obesity, the Association of Junior Leagues International (AJLI) has become a leader in empowering children to adopt healthy lifestyles with their national *Kids in the Kitchen* initiative. As a member of AJLI, the Junior League of Memphis (JLM) has joined the cause.

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ABOUT KIDS IN THE KITCHEN:

Since the inception of the *Kids in the Kitchen* campaign in 2006, over 250 Junior Leagues have implemented local initiatives based on the belief that hands-on learning is the first step in addressing the urgent issues surrounding childhood obesity. The *Kids in the Kitchen* initiative builds upon The Junior League legacy of helping children and transforming communities, which has been the Mission of Junior League volunteers since the first League was founded in 1901.

The Junior League also invites the public to visit www.kidsinthekitchenajli.org, a comprehensive website with information focused on childhood health. On the website parents can find downloadable healthy recipes from chefs and celebrities that are fun for youngsters to make while teaching them about healthy food preparation and opening their diets to new healthy foods.

The AJLI has partnered with Favorite Recipes Press to create *In the Kitchen with Kids: Everyday Recipes & Activities for Healthy Living* an activity-filled cookbook. Simple recipe instructions accompanied by hand-shots for demonstrating cooking techniques and lists of necessary cooking utensils, make this a kid-friendly and mother-approved cookbook. Healthy eating tips throughout the book reinforce the program's healthy eating and lifestyle messages. *In the Kitchen with Kids* includes plenty of activity suggestions for parents and children to create and enjoy together. George Stella, author of 3 cookbooks, is the official spokesperson for the Junior Leagues' KIDS IN THE KITCHEN program and cookbook.

ABOUT THE JUNIOR LEAGUE OF MEMPHIS:

The Junior League of Memphis (JLM) is an organization of women committed to promoting voluntarism, developing the potential of women, and improving communities through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable. The Association of Junior Leagues International Inc. reaches out to women of all races, religions, and national origins who demonstrate an interest in and commitment to voluntarism.

The Junior League of Memphis is actively seeking a diverse membership of women of all ages. Our current membership includes a broad array of women who bring many different talents and perspectives to the community. To join the JLM, you must be 23 years of age by May 31, 2010 and be sponsored by a current JLM member. (The JLM will happily provide a sponsor for those who are interested in joining but do not have a sponsor.) Class size is limited, and applications will be accepted on a first-come, first-serve basis.

For more information about the Junior League of Memphis or for an application to join call 901.452.2151 or visit www.jlmemphis.org.

ABOUT THE ASSOCIATION OF JUNIOR LEAGUES INTERNATIONAL:

Founded in 1901 by New Yorker, Mary Harriman, the Junior Leagues are charitable nonprofit organizations of women committed to voluntarism, developing the potential of women and improving communities through the effective action and leadership of trained volunteers. The Association of Junior Leagues International Inc. is made up of 292 Junior Leagues in Canada, Mexico, the United Kingdom and the United States. Together, they are one of the largest international volunteer organizations for women interested in making a positive impact in their communities. For more information, visit the website www.ajli.org.

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