



FOR IMMEDIATE RELEASE

## Junior League of Toronto addresses childhood obesity and poor nutrition

TORONTO— March 6, 2007—The *Junior League of Toronto (JLT)* is pleased to launch its '**Kids in the Kitchen**' project, in partnership with *St. Alban's Boys' and Girls' Club*. This March-long initiative, coinciding with Canada's national **Nutrition Month** campaign, consists of a series of workshops and activities designed specifically for Toronto's *St. Alban's Boys' and Girls' Club's, Girls on the Move* group (ages 11-14).

The project's **feature event** occurs on **Friday, March 9<sup>th</sup>**, when the JLT will host a special hands-on cooking demonstration at **Nella Cucina - Culinary School**, for **Girls on the Move** and their parents, where a **Nella Cucina** chef will discuss healthy food choices and guide participants in the preparation of nutritious recipes.

Throughout the month, healthy body image, dieting, and healthy drink choices discussions will be coupled with fun and healthy activities including yoga and belly dance demonstrations. Junior League volunteers will also speak on their own career choices at *St. Alban's Boys' and Girls' Club's* **March Break Self Esteem Camp for Girls**.

The need for the '**Kids in the Kitchen**' program is already apparent to leaders in healthcare. This need is focused on alarming statistics related to the percentages of overweight and obese children and adolescents in all four countries where Junior Leagues exist, and the fact that these youth have increased chances of developing health problems such as type 2 diabetes, high blood pressure and high cholesterol.

JLT President, Brenda Hogan explains, "Educating both children and their families is key to alleviating the growing problem of childhood obesity and poor nutrition. Our '**Kids in the Kitchen**' initiative aims to educate the public at the grassroots level regarding solutions that they might adopt, by providing lessons and demonstrations related to preparation of healthy meals and snacks that are both tasty and affordable. We want to create a positive, sustainable community impact in the area of healthy lifestyles and nutrition for youth."

For the past 80 years, the *Junior League of Toronto*, 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, has been creating, funding and supporting projects with trained volunteers to better Toronto's communities.

The mission of all Boys and Girls Clubs in Canada is to provide a safe, supportive place where children and youth can experience new opportunities, overcome barriers, build positive relationships and develop confidence and skills for life. With over 1400 members, *St. Alban's Boys' and Girls' Club* meets the challenges and needs of children and youth in the Seaton Village, Annex, Frankle-Lambert and Palmerston neighbourhoods.

For more information about the *Junior League of Toronto*, please contact Brenda Hogan, President, at (416) 485-4218 or [info@jlt.org](mailto:info@jlt.org), or visit the Junior League of Toronto website at [www.jlt.org](http://www.jlt.org).

