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ATTENTION: NEWS DESK

For Immediate Release

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MEDIA ALERT

**Grant Program Announced for Nutritional Programs Aimed at Fighting
Child Obesity in Sarasota County**

Sarasota, FL, Sept. 4, 2012 – The Junior League of Sarasota has announced they will be accepting Requests For Proposals from area non-profits and qualifying schools who need help funding programs that promote physical activity and exercise, weight reduction, nutrition and the healthy eating habits of children and families in Sarasota County.

For the last 18 months The Junior League has evaluated the local community and searched for areas of need where the League's tremendous talent for fundraising and community support can make the greatest impact. This study found the issues of family nutrition and childhood obesity take a back-seat to disease, crime and poverty, yet affect the greatest number of citizens, no matter their age or income level. Believing that education is key to reversing the trend of childhood obesity, The Junior League of Sarasota will be funding grants for programs and services that improve the nutritional lives of countless families in Sarasota County.

The Junior League will host an Open House on September 20th from noon to 1:00 pm, and again from 5:30 pm to 6:30 pm for agencies providing services in the following areas:

- Design and planning of family or community gardens
- Design and/or decorating a room with focus on nutritional education or exercise
- Lessons and demonstrations for children and families related to the preparation of healthy meals and snacks that are both tasty and affordable.
- Educational programs in partnership with local community organizations that raise awareness and provide solutions to fight childhood obesity.
- Events ranging from partnering with local chefs who lead cooking demonstrations at

schools and community centers to events such as grocery store tours that teach children and their families how to shop healthy. (Ideas provided as an example. The League will consider other concepts as well.)

- Any programs that educate the public at the grassroots level on ways to fight childhood obesity, physical activity and teach proper nutrition.
- Nutritional education for adults, seniors and animals will also be considered.

To obtain details regarding the Request for Proposal's process, agencies or programs seeking funding must attend either the 12:00 noon or 5:30 pm Open House scheduled on September 20th. For more information on this program, contact Jennifer Bailes-Fretz, Community Research Chair at (561) 346-3676 or jenniferjlinsrq@gmail.com.

To reserve your RFP package, please contact the Junior League of Sarasota, at (941) 953-5600 or online at jlsarasota.org. Junior League Headquarters are located at 3300 S. Tamiami Trail, Sarasota, FL 34239.

The Junior League of Sarasota is an organization of women committed to promoting volunteerism, developing the potential of women and improving communities through the effective action and leadership of trained volunteers.