



## Teens for Greens Amazing Search for Fresh Salad Recipe Challenge



*For Immediate Release*

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### Shake the Post-Halloween Sugar Rush!

#### Star Chef Todd English and Actor-Director Andrew Shue Challenge Teens and 'Tweens to "Go-Greens" and Eat Healthy

#### Duo Help Launch National Program Including Search for "Sky's the Limit" Teen Salad Creations

Nov 1 New York, NY – Fresh Express, the leader in the fresh salad market, and Do Something™, the national youth service organization founded by actor-director **Andrew Shue**, today joined forces with acclaimed chef **Todd English** to announce a landmark initiative and nationwide contest urging teens and 'tweens to create their own "kid-approved" salads, get serious about developing healthier eating habits and do something about childhood obesity. Together, they kicked-off the "Teens 4 Greens Amazing Search for Fresh Salad Recipe Challenge," a national contest, educational program and way for kids to "concoct" and share their coolest salad recipes with "sky's the limit appeal," inspiration and good nutrition.

Beginning November 1<sup>st</sup>, teens and 'tweens across the country will be able to join the challenge *and* the emerging ranks of young people who want to find ways to take responsibility for eating healthy and avoid becoming a statistic. Today over one in seven kids in the U.S. are overweight and 9 million are classified as obese – triple the number in 1980\*. Research shows that, given the chance, kids want to beat obesity or avoid it altogether. In a recent survey from Action for Healthy Kids, 94% of student leaders say eating healthy is important to them and 61% say they perform better in school when they eat healthy.

This Challenge helps give kids a fighting - and fun - chance to succeed by getting into the kitchen themselves and "going for the greens" by *willingly* making good-for-you-salads and veggies part of their daily diet. Do Something™ has long recognized that the most effective way to carry a call to action to young people is with the help of other young people. Fresh Express, the No. 1 ready-to-eat packaged salad-maker, has heard consumers loud and clear that salads need to have appeal – and for teens and 'tweens that means nifty new combinations of fresh lettuces, deeply colored greens and salad fixings.

According to Andrew Shue, the Teens 4 Greens program is a natural for Do Something™. “It’s important for kids and their parents to understand the negative effects of not eating healthy and not exercising. Through the contest, as well as through classroom curricula and fun, informational materials, we’re teaching teens and ‘tweens how to take care of their best instrument – their body – by going for color-rich mixes of fresh lettuces and greens. That way, they can begin now to lead healthy, active lives that help them contribute to their communities and to their world.”

Todd English, noted restaurateur, Iron Chef America and executive chef of the 2005 MTV Music Awards among other accolades agrees. He has three kids, two of them teenagers. “Eating right doesn’t suddenly happen when you turn 21 – you have to start young – and the very best way to make it work is to get kids into the kitchen to express their own creativity and experience firsthand the pleasure of working with fresh salads and other produce,” he said. “The Teens 4 Greens salad-creation challenge motivates young people to use their imaginations and experience the endlessly varied ways to enjoy fresh salads and produce so they’ll learn to eat healthier for a lifetime.”

“I was in the kitchen putting a salad together when my two young daughters said they wanted to make one too, said Fresh Express President Tanios Viviani. “It dawned on me then that we need to *involve* our young kids in the process of making healthy eating a part of their lives rather than just talking at them. Do Something™ is a perfect partner in helping spread the word because the organization is made up of young people doing and sharing with other young people.”

The Fresh Express-Do Something™ **Teens for Greens “Amazing Search for Fresh” Salad Recipe Contest** provides the chance for teens to get involved, take charge of their health and inspire other young people to do the same. Just by clicking on the “Teens for Greens” section of the Do Something™ or Fresh Express website home pages, teens and ‘tweens nationwide can join the challenge to develop the awesome, inspiring or creative salad recipes. Contest categories include the extra-personal “Signature Salad,” the salad to end all salads “Silver Platter Recipe” and the are-you-sure-you-want-to-know-what’s-in-it “Salad Surprise.” An easy recipe template helps them get started and they can also view all the fun prizes they can win – including the grand prize: an educational scholarship to the college or culinary school of their choice and everything the winner’s class will need to create an “edible schoolyard” in their community – a lasting legacy to healthy eating.

The winning recipes will be published in Fresh Express “Teens for Greens” recipe collection on the Fresh Express web site, in a special edition of Do Something’s *Build* magazine, and in a range of other print media.

Teens have 80 days to enter – one day for each of the years Fresh Express has been providing fresh salads and other produce selections to U.S consumers and will end on January 20. A panel of notables will join Andrew Shue and Todd English in selecting the most amazing recipes with prize winners to be announced in February 2007.

To learn more about the Teens for Greens “Amazing Search for Fresh” Recipe Challenge, visit [www.freshexpress.com](http://www.freshexpress.com) or [www.dosomething.org](http://www.dosomething.org).

**Fresh Express** has been a leader in fresh foods for more than 80 years and is dedicated to providing consumers with healthy, convenient and ready-to-eat spinach, salads, vegetables and fruits. With the invention and introduction of the Keep Crisp bag, Fresh Express was the creator of the retail packaged salad category and, the first to make ready to eat salads available to consumers nationwide. As the largest salad maker in the world and the leader in freshness, it's no wonder that over 20 million consumers enjoy Fresh Express salads every week. Fresh Express is dedicated to providing not only fresh and healthy salads but also a wide range of other fresh and healthy value-added vegetables, fruit and fresh foods. Fresh Express offers over fifty different salad varieties including nine delicious blended salad mixes that draw from up to 25 different varieties of fine lettuces and greens for endless and nutritious salad creations

**Do Something™** was founded in 1993 by Andrew Shue (heart throb “Billie Campbell” of *Melrose Place* fame) and Michael Sanchez, childhood friends who had a dream to make community service as cool as sports. Do Something strives to make this a reality with youth challenges, their Brick awards program, and *Build*, the only nationally distributed magazine written by young people.

\*Ogden, CL, Flegal, KM, Carroll, MD, Johnson, CL. Prevalence and trends in overweight among US children and adolescents, 1999-2000. *Journal of the American Medical Association* 2002. 288:1723-1727.

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