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**CELEBRITIES AND TOP CHEFS FROM ACROSS THE NATION JOIN
TOGETHER TO SUPPORT THE LAUNCH OF
JUNIOR LEAGUES' *KIDS IN THE KITCHEN* WEBSITE**

Fran Drescher, Emmy Rossum, George Stella and Daniel Boulud Contribute Healthy, Kid-Friendly Recipes and Tips As Part of Childhood Obesity and Nutrition Initiative

New York, NY (March 20, 2006) – The Junior Leagues announced today the launch of their **Junior Leagues' *Kids in the Kitchen*** website to go live on March 22, 2006. The site, <http://kidsinthekitchen.ajli.org>, features recipes, nutrition and fitness tips contributed by some of today's hottest stars, chefs and athletes and serves as a fun resource for parents and children seeking to make healthy lifestyle choices.

Fran Drescher, best known for her title role in TV's hit series *The Nanny* and now starring in *Living with Fran*, has included her recipe for Healthy Tomato Soup, and *The Phantom of the Opera*'s Emmy Rossum has crafted a bright, savory salad. *Food Network* veteran chef George Stella has contributed recipes and tips from his motivational cookbook, *Eating Stella Style*, which helped his family of four transform their lives with a dramatic weight loss of a combined 560 pounds. Teen cookbook authors of *Teens Cook: How to Cook What You Want to Eat*, Jill and Megan Carle, whipped up three of their favorite recipes – perfect for even the pickiest eaters. Fullback Heath Evans, of three-time Super Bowl champions the New England Patriots, shares his personal fitness and nutrition tips as well as solid recipes for foods that keep him energized. Other contributing chefs include New York City chef Daniel Boulud, *Food Network* veteran and editor-in-chief of *The Rosengarten Report*, David Rosengarten, and cookbook author and *Food Network* newcomer Ellie Krieger.

“Encouraging kids to get creative in the kitchen is a fun way to teach them the nutritional value of the foods they are eating and can cultivate healthy eating habits,” Kate Coler, Deputy Under Secretary for United States Department of Agriculture's Food, Nutrition and Consumer Services and sustaining member of the Junior League of Washington, said. “Giving kids the power to help create their own nutritionally balanced foods is a step towards reversing the trend of childhood obesity, and that's exactly what the Junior Leagues are doing, one kitchen at a time.”

Recipes in the collection are grouped into five categories: breakfast, lunchbox, dinner, snacks and party treats. The colorful, interactive ***Kids in the Kitchen*** website features tips and recipes of the month, as well as quizzes and polls to test kids on their nutrition knowledge. To encourage their peers to join in on the fun, recipes and tips can be emailed to friends or printed

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out and pasted on index cards. Children can also access the USDA's MyPyramid Blast-Off game, an entertaining way for kids to learn modern guidelines for daily food consumption and physical activity, tailored to their nutrition and fitness needs.

More than 225 Junior Leagues across four countries are participating in this childhood obesity and nutrition initiative, **Junior Leagues' Kids in the Kitchen**, with the goal of raising awareness and attempting to reverse the growth of childhood obesity and its associated health issues. This initiative is a response to the alarming statistic that nearly one-third of children and adolescents in the United States are overweight or at risk of becoming overweight,¹ and the even more alarming statistic that childhood obesity has been shown to be the leading cause of pediatric hypertension, is associated with Type II diabetes and increases the risk of coronary heart disease.² The **Kids in the Kitchen** website is part of a comprehensive initiative in which each of the more than 225 Junior Leagues will be organizing educational nutrition and cooking activities to reach the children of greatest need in their communities.

ABOUT THE ASSOCIATION OF JUNIOR LEAGUES INTERNATIONAL

Founded in 1901 by New Yorker, Mary Harriman, the Junior Leagues are 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 is made up of 292 Junior Leagues in the United States, Canada, Mexico and the United Kingdom. Together, they form 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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¹ Centers for Disease Control and Prevention, Atlanta, Ga.

² American Obesity Association, Washington, DC.