



The Sylvia Center Fighting Childhood Obesity One Vegetable at a Time

For Immediate Release:

New York, NY (February 10, 2010) – There's an initiative going on right here in New York City to fight childhood obesity by introducing children to healthy fresh foods, to discover good nutrition through joyful, delicious experiences with healthful, seasonal fruits and vegetables, in the garden and in the kitchen.

America's young people face a health crisis. According to the White House, over the past three decades, childhood obesity rates in the United States have tripled, and today, nearly one in three children in America are overweight or obese.

Since 2005, The Sylvia Center (www.sylviacenter.org) a non-profit 501 (c) (3) has been at the forefront of programs in local and state schools that help young people establish lifelong positive eating habits, which will in turn affect their well being, productivity, and overall health. The Sylvia Center was founded by Liz Neumark, CEO of Great Performances, the leading New York catering firm. The target audience is children in underserved communities in NYC and Columbia County where diet-related chronic disease is epidemic. In 2009, the program served over 2,000 children.

First lady Michelle Obama just kicked off her new initiative aimed at solving childhood obesity, called "Let's Move," and said now is the time to aggressively tackle this problem.

The Sylvia Center offers garden-to-table nutrition education year-round in GP's kitchen in downtown Manhattan (Hudson Square) called the Children's Learning Kitchen and in schools and community centers all over New York City. From May through October, they host school and camp groups at the GP-owned Katchkie Farm in Kinderhook, NY.

The fundamental goals of The Sylvia Center's programs include:

- Introducing at-risk and underserved children to delicious healthful alternatives to processed and fatty food.
- Offering positive experiences in the kitchen, on the farm, in city gardens, and at the table to inspire and motivate children to eat fresh food.
- Positively influencing dietary behaviors within families and communities.
- Tapping into kid's natural curiosity about gardening and cooking.
- Discovering fresh flavor from the farm to establish good eating habits.

Says Sylvia Center Executive Director Anna Hammond: “Our most fundamental goal is to put young people in touch with the ultimate source of life and wellness—fresh food from the farm.”

Liz Neumark is available to discuss the Sylvia Center’s work and to detail how to introduce children to healthy eating habits. Please contact

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