



FOR IMMEDIATE RELEASE
February 27, 2014

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**LOCAL SCHOOL FOOD ADVOCATE INVITED TO SPEAK AT THE WHITE HOUSE
WITH FIRST LADY TO CELEBRATE 4TH ANNIVERSARY OF LET'S MOVE**

Real Food for Kids Executive Director JoAnne Hammermaster was invited to the White House on Tuesday, February 25, 2014 to discuss Real Food For Kids' advocacy to promote health and wellness in Virginia's Fairfax County Public Schools.

Hammermaster's appearance was in conjunction with a joint announcement from First Lady Michelle Obama and U.S. Secretary of Agriculture Tom Vilsak of new proposed policies to limit sugary beverage and junk food marketing in public schools. The new rules will help ensure that foods marketed to students align with the new standards for snacks and lunches put in place through the Healthy Hunger Free Kids Act of 2010.

Hammermaster addressed the changes that she has seen since the Let's Move initiative began in 2010. She also pointed to community collaboration as an essential element in making changes in the 11th largest school district in the country and the importance of parent engagement.

"Parents can help to encourage and support the school system in working towards a common goal." Said Hammermaster.

Hammermaster's son, Sam, also addressed the group about the importance of learning about healthy eating habits at a young age and how it has informed the food choices he now makes.

A highlight of Tuesday's event was the First Lady's reference to George C. Marshall High School students' music "wRap" to get their fellow students excited to eat healthier food. The First Lady quoted lyrics from the rap and, later, tweeted about it from her #FLOTUS account. Marshall High School in Falls Church, VA, has been a leader in Fairfax County with its health and environmental initiatives. Real Food For Kids has worked closely with Marshall High School for these changes.

"This is a pivotal moment for Fairfax County schools," said Hammermaster. "Everyone is looking at us to be a leader in school food reform. Though there are many challenges to creating change in this area, I believe we can work collaboratively for positive results."

About Real Food For Kids

As the local face of the national school wellness movement, Real Food For Kids is committed to working collaboratively to increase the quantities of healthy foods in Fairfax County Public Schools and supporting programs that educate students and their families to make healthier lifestyle choices. Real Food For Kids has successfully advocated for an independent assessment of the current food program, aiming to find innovative ways to bring more fresh, less processed foods to students. It also has spearheaded the move to a soda-free school pilot in eight middle and high school that launched in fall 2013 and a pilot kitchen at George C. Marshall High School that opened in September 2013. More information on Real Food for Kids is available at www.realfoodforkids.org.