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APPLEGATE FARMS JOINS HEALTHY SCHOOLS CAMPAIGN IN CONTEST TO BRING *FRESH VOICES* TO THE CAMPAIGN FOR HEALTHY SCHOOL FOOD

**--America's Favorite Family-Owned Meat And Cheese Company Teams With The
Leading Authority On Healthy School Environments To Launch Multi-Media
Contest--**

Anaheim, CA (March 5, 2009) – [Applegate Farms](#), the leading purveyor of organic and natural meats and cheeses joined forces with The [Healthy Schools Campaign](#) to encourage parents, students and all members of the school community to raise their voices in support of healthy school food by launching a nationwide contest. Beginning at 12:00:01 a.m. midnight CST on March 16, 2009 people of all ages can submit video, image or words entries to the *Fresh Voices for Fresh Choices: Memories of School Food* multimedia contest through an entry form on Healthy Schools Campaign's website for a chance to win one of several prizes.

The contest, created by Healthy Schools Campaign, is designed to address the state of school food and encourage people to support the shaping of the reauthorization of the Child Nutrition Act, a major piece of federal legislation that, along with the farm bill, essentially determines school food policy and resources. The Child Nutrition Act will commence reauthorization in 2009.

The writing, images and videos submitted to the contest will answer the question, "What is your most vivid memory of school food?" The question offers participants a chance to share thoughts about the past and present state of school food and to contribute ideas about why healthy school meals are important. Healthy Schools Campaign is using the contest to seek input from fresh voices with the aim of influencing the Child Nutrition Act's priorities when it comes to school meals.

Open to participants of all ages, the contest has both a student category (grades K-12) and a general category open to anyone. Entries can be any style of writing, photography, illustration or video, including short documentary film, animation, personal essays, songs, poetry and fiction. Written entries should not be longer than 400 words. Image (photo and illustration) submissions should not exceed 2MB. Captions are optional. Videos may not be longer than three minutes or shorter than 30 seconds. Videos must be uploaded to YouTube, and the video YouTube URL must be submitted on the contest entry page. The deadline for submissions is May 1, 2009.



Following selection by a panel of judges that includes high school students, winners will be chosen in various categories from student winners to audience choice winners. Prizes include: a breakfast party package, a panini party package from Applegate Farms and T-Fal, the makers of non-stick cookware, a healthy breakfast for their entire school, and the appearance of their artwork printed on thousands of grab-n-go breakfast bags in schools around the U.S.

The *Fresh Voices for Fresh Choices* contest is sponsored by the [Healthy Schools Campaign](#) and [Applegate Farms](#) with generous support from [T-fal](#) and [Notables](#) for their contributions of prizes and supporting this contest.

All Applegate Farms products are created with the mission to make the best tasting products with only natural ingredients. Every one of the more than 300 family farms with which Applegate Farms works conducts all of their farming practices with integrity, treating both their land and their animals with the utmost respect. Applegate Farms animals are never given antibiotics, hormones or artificial growth promoters. All of the company's products are made with natural and organic ingredients and are minimally processed, allowing for a wholesome texture and taste.

For more information on Applegate Farms, please visit www.applegatefarms.com.

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