



CONTACT: Jessica Randolph
831-454-4472
jessica.randolph@santacruzcounty.us

MEDIA ADVISORY

SANTA CRUZ COUNTY HEALTH SERVICES AGENCY HOST FRUIT & VEGGIE FEST TO ENCOURAGE RESIDENTS TO EAT BETTER

Fruit and Veggie Fest encourages everyone to not worry about being perfect, and instead just try to be better.

WHAT: Join the Santa Cruz County Health Services Agency on May 19 for Fruit & Veggie Fest, a celebration of healthy living. This event encourages everyone to eat better by adding more fruits and vegetables into each meal to help lower the risk of obesity and other serious health problems. In honor of CalFresh Awareness Month, all community members using EBT will receive double market match, spend \$10 and receive an additional \$20 to spend at the Farmers' Market.

VISUALS: Activities include:

- Local registered dietitians and health educators sharing tips and recipes to help participants find healthy and affordable produce options
- Healthy food and drink demonstrations
- Blood pressure and glucose screenings from 3:00 – 5:00pm provided by Dignity Health
- CalFresh enrollment outreach and assistance
- Radio promotion and bicycle giveaway
- Children's activities and games
- Salsa dance demo and mini-class

WHEN: May 19, 2017
3:00pm – 6:00pm

WHERE: Watsonville Farmers' Market
Watsonville Plaza

WHO: Lillian Castillo, Registered Dietician, Second Harvest Food Bank, Dignity Health

WHY: Research has indicated that having a normal weight significantly reduces the risk of developing type 2 diabetes¹. By motivating individuals and families to adopt small changes today, Santa Cruz County Health Services Agency and *Champions for Change* continue to stem the obesity epidemic by giving residents the tools they need for a healthier tomorrow.

¹ Reis, J.P., Loria, C.M., Sorlie, P.D., Park, Y., Hollenbeck, A., & Schatzkin, A. (2011). Lifestyle factors and risk for new-onset diabetes in a large population-based prospective cohort study. *Annals of Internal Medicine*, 155(5), 292-299.

