

Produce For Kids Campaign to Launch May 31

Produce for Kids® and Meijer will launch a healthy eating-focused campaign on May 31 to help bring **Jump with Jill**, a nutrition education program, to local schools in Meijer communities. The Produce for Kids campaign offers Meijer shoppers in-store and online meal solutions, recipes and tips for families looking to embrace healthier eating habits.

The campaign will run through June 27 and is supported by 11 participating fresh fruit and vegetable companies. Meijer customers are encouraged to support these brands by eating more nutritious fruits and vegetables.

Through partnerships with Produce for Kids, Meijer and select fruit and vegetable companies have raised more than \$1 million to benefit children's charities. Produce for Kids and Meijer raised more than \$60,000 during the fall campaign, which allowed the Jump with Jill program to take place in 27 schools in Michigan, Ohio, Indiana and Kentucky.

"We are proud of our partnership with Meijer to educate families about the benefits of eating nutritious produce as part of a healthy lifestyle," said John Shuman, president of Produce for Kids. "We are extremely proud of the \$5 million we have raised thus far to support local children's charities, and we are excited to partner with Jump with Jill this year to further teach nutrition to kids in a fun and engaging way."

For more information about the Meijer and Produce for Kids campaign, visit www.produceforkids.com. For a full list of participating suppliers, click [here](#).