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PRESS RELEASE

For Immediate Release

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Take the Family Mealtimes Matter Challenge!

Cobleskill, NY -- Thursday, October 14, 2010 -- Family mealtimes really do matter! That is why Cornell Cooperative Extension, Price Chopper, and Eat Smart New York (ESNY) have partnered to sponsor the second annual Family Mealtimes Matter challenge, a four-week initiative dedicated to creating quality family time based on healthy, budget-conscious meals. From 10am- 2pm on Thursday, October 21, and from 11am-3pm on Saturday, October 23, select Price Chopper stores (including the Cobleskill, NY store) will feature Cornell Cooperative Extension and Eat Smart New York Nutrition Educators, as well as Price Chopper Dietitians, to assist customers with healthy tips and recipes. A Family Mealtimes Pledge, that can help bring the whole family around the table, will also be available to the public.

Families can help children stay healthy physically and mentally simply by eating together. Research shows that when family members eat a home-prepared meal together they generally eat better. This means they consume more fruits, vegetables, and dairy foods, and fewer fried foods and soft drinks. Families that eat together in the home can also save money and strengthen the overall financial health of the family. Now that school is back in session, eating together is even more important, as it can lead to better grades and learning experiences for children.

Cornell Cooperative Extension, Price Chopper, and ESNY have created a special eight-page Family Mealtimes Matter

~ More ~

Building Strong and Vibrant New York Communities

pullout section in Price Chopper's latest issue of Active Families Magazine - a free full-size, full-color glossy publication.

Some of the helpful advice found in the insert includes:

- Great Autumn recipes to warm you up
- Money-saving shopping strategies to help you make the most of your resources
- Tips to spark conversations at the table
- Fun ways parents can include children in meal preparation
- Ideas for eating family meals on the go

Additionally, shoppers wanting more intensive help with meal planning and food budgeting can sign-up for a no-cost lesson series. These lessons, designed for today's families, are provided year-around at the convenience of participants by the Nutrition Program Educators of Cornell Cooperative Extension Schoharie County.

County residents are encouraged to stop by the participating Price Chopper store on Route 7 in Cobleskill to take the Family Mealtimes Matter Challenge, receive the free magazine and shopping bag, and to be entered into a special prize drawing. The Price Chopper website, at www.pricechopper.com, has a complete list of participating stores and a section on healthy eating tips. More information on healthy affordable family meals is available online from Cornell Cooperative Extension Schoharie County at cceschoharie.org.

About Cornell Cooperative Extension:

The Cornell Cooperative Extension educational system, established in 1918, enables people to improve their lives and their communities through partnerships that put experience, and research knowledge, to work. The Extension System is the largest informal education network in the world. Cornell Cooperative Extension Schoharie County provides equal program and employment opportunities.

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