FOR IMMEDIATE RELEASE
February 4, 2010

Contact:
Lynette Loomis
Greater Rochester Health Foundation
585-258-1717 (office)
585-730-0278 (cell)
LLoomis@thegrhf.org

Restaurant Leads Way in Healthy Food for Kids

American kids are exposed to more than 40,000 ads a year for fatty, sugary foods. But, there are local restaurants that serve healthy kid’s meals. Sue Roe, mother of two and owner of Keenan’s Restaurant, has been an advocate for other restaurants to be Healthy Hero Restaurants. Her efforts have earned her a Healthy Hero Award from Greater Rochester Health Foundation.

“I support healthy eating and physical activity for kids because kids everywhere deserve to be shown the benefits of making good choices. We as parents hope that our kids will make good choices when given the choice...not only as kids, but as growing young adults. We send them to school hoping they will make the right choice in the cafeteria line and during recess. We go out as a family to a local restaurant in town and are grateful when there are healthy choices on the menu. As the owner of a restaurant, I have the opportunity to help other parents teach their kids about healthy eating. It has been rewarding to participate in the 5 2 1 0 Healthy Hero program and see kids respond in a way that they can relate to. I think we have sent the right message....one they definitely pay attention to!” says Roe.

“I think it was a leap of faith for the first few restaurant owners to put healthy choices on their menus. Low-fat milk, fruits and vegetable as side dish choices, and healthy entrees such as grilled chicken are basic requirements to earn the Healthy Hero Restaurant designation,” says John Urban, President and CEO of the Foundation. “Roe embraced the menu changes immediately and has been a consistent advocate to encourage her colleagues to participate in the program. She and her staff embody the healthy eating philosophy and make it fun for kids to make healthy selections. Their enthusiasm is contagious.”

The Foundation recognizes people who go beyond their normal duties to help kids age 2-10 in the Greater Rochester area stay healthy through improved children's nutrition and/or increased physical activity. People interested in nominating Healthy Heroes may visit www.beahealthyhero.org. Healthy Heroes are awarded $250 to be donated to the organization of their choice.

-30-