



Boys & Girls Clubs of Canada
Clubs Garçons & Filles du Canada

MEDIA RELEASE

Kraft Canada Renews Support for Boys and Girls Clubs of Canada's *Cool Moves* Healthy Living Program

Program Teaches Children Benefits of Healthy Nutrition and an Active Lifestyle

FOR IMMEDIATE RELEASE: MARKHAM, ON (March 3, 2010) In an effort to combat the serious problems of childhood obesity and inactivity in Canada, Kraft Canada is committing to support Boys and Girls Clubs of Canada's *Cool Moves* program for the next two years, helping young people in 16 communities across the country learn to live healthy, active lives.

Since 2005, Boys and Girls Clubs of Canada, through its *Cool Moves* program, has helped thousands of children and youth across Canada realize the benefits of a nutritious diet and regular, healthy activity. Aimed at children ages 8 to 12, *Cool Moves* has two distinct parts: **Eat Smart**, where participants are encouraged to make healthier eating choices, and **Play Cool**, where participants are encouraged to engage in more physical activity. Thanks to the support of Kraft Canada, eight Clubs will be able to introduce this program in 2010 and eight more in 2011.

"Boys and Girls Club programs are focused on creating positive opportunities for children and youth and healthy activity and proper nutrition is critical in helping them realize their potential," said Pam Jolliffe, President and CEO, Boys and Girls Clubs of Canada. "Inactivity and poor diet can have a devastating effect on a child. Not only can it lead to long-term health problems, but it can seriously impact other areas of a child's life such as decreased academic performance and increased negative behaviours. *Cool Moves* is showing children how to make positive changes in their lives and I am pleased Kraft Canada is renewing their commitment to this important program."

Poor diet and inactivity are threatening the quality of life of Canada's young people. In the past 20 years the rate of obesity in children has tripled to 26%. More than 90% of Canada's children do not meet the country's physical activity guidelines and nearly 60% get less than five servings of fruit and vegetables a day. *Cool Moves* not only provides children with fun activities and healthy recipes, but shows them how to easily incorporate them into their daily lives.

The following 8 Clubs will receive grants in the amount of \$7,500 to run *Cool Moves* in 2010: Williams Lake (BC), Wetaskiwin (AB), Saskatoon (SK), Albion (ON), Cornwall (ON), Preston (NS), Petitcodiac (NB) and St. Anthony (NFLD). Eight additional Clubs will be chosen at a later date to receive grants in 2011.

"We're committed to helping Canada's children eat better and live active lives by teaching them the importance of making healthy choices," said Dino Bianco, President, Kraft Canada. "Through our support of Boys and Girls Clubs of Canada and the *Cool Moves* program we are proud to be making a difference in the lives of thousands of children in communities across the country."

All Boys and Girls Clubs have access to *Cool Moves* program materials and staff training, developed with Kraft Canada's support, to offer the program locally.

About Boys and Girls Clubs of Canada

Boys and Girls Clubs of Canada is a leading charitable organization providing after school programs that support the healthy physical, educational and social development of 200,000 children, youth and their families each year. In 700 community locations across Canada, Clubs offer access to opportunities, after-

school and at other times when children are not in school, to develop healthy behaviours, academic success and technology learning, positive relationships and life and leadership skills. Many Clubs also provide nutritious snacks and meals, emergency shelter, family support programs and other support to children, youth and families at risk. Boys and Girls Clubs have been helping young Canadians to discover, develop and achieve their potential, for over 100 years. To learn more, visit www.bgccan.com.

About Kraft Foods

The combination of Kraft Foods and Cadbury creates a global powerhouse in snacks, confectionery and quick meals. With annual revenues of approximately \$50 billion, the combined company is the world's second largest food company, making delicious products for billions of consumers in more than 160 countries. The combined company's portfolio includes 11 iconic brands with revenues exceeding \$1 billion – *Oreo*, *Nabisco* and *LU* biscuits; *Milka* and *Cadbury* chocolates; *Trident* gums; *Jacobs* and *Maxwell House* coffees; *Philadelphia* cream cheeses; *Kraft* cheeses, dinners and dressings; and *Oscar Mayer* meats. Another 70+ brands generate annual revenues of more than \$100 million. Kraft Foods (www.kraftfoodscompany.com; NYSE: KFT) is a member of the Dow Jones Industrial Average, Standard & Poor's 500, Dow Jones Sustainability Index and Ethibel Sustainability Index. In Canada, company brands include *Kraft Dinner* macaroni and cheese, *Christie* cookies and crackers, and *Kool-Aid* and *Del Monte* beverages.

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