



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

MEDIA RELEASE

Boys and Girls Clubs of Canada receives renewed support for *Cool Moves* healthy living program from Kraft Canada

FOR IMMEDIATE RELEASE: MARKHAM, ON (June 10, 2008) For the next two years, 20 Boys and Girls Clubs across Canada will be able to help thousands of children and youth eat healthier and be more active through renewed support from Kraft Canada of Boys and Girls Clubs of Canada's (BGCC) national healthy living program, *Cool Moves*.

Created in 2005, *Cool Moves* helps children eight to 12 years of age "Play Cool" by incorporating physical activity into their daily lives and "Eat Smart" by learning about how to make healthy food choices.

"Physical activity and healthy eating have always been an important part of Boys and Girls Club programs across Canada," said Pam Jolliffe, President and CEO, Boys and Girls Clubs of Canada. "Obesity and poor health outcomes in children are growing at an alarming rate, and research shows that over half of Canadian children and youth, age five –17, are not active enough for optimal growth and development. There is currently a real need to assist young people with changing attitudes and habits about living a healthy, balanced lifestyle. We are delighted that Kraft Canada has renewed its commitment to this successful program and we thank them for their continued support."

According to recent data, 91% of Canadian children and youth are not meeting Canada's Physical Activity guidelines. In 2004, 26% of children aged two to 17 were overweight or obese. This figure has more than doubled since 1978 when it stood at 12%.

The quality of many children's diets is also poor. More than 24% of children in Grade 4 do not eat breakfast every day. By Grade 8, 47% of girls and 33% of boys do not eat breakfast daily. A 2004 study revealed that 59% of children and adolescents ate fewer than five servings of fruits and vegetables per day.

Ten Boys and Girls Clubs will each receive \$6,000 this year to help provide program training and implementation, new equipment and staff resources. Another 10 Clubs will benefit in 2009. To date, Kraft Canada has contributed almost \$600,000 to the program.

"Our vision is to help Canadians eat and live better, so we wholeheartedly believe in this program that helps children focus on staying active and learning how to make healthier food choices," said Dino Bianco, President of Kraft Canada. "We're thrilled to continue our support of Boys and Girls Clubs of Canada's *Cool Moves* program to help accomplish these goals."

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.

Boys and Girls Clubs in the following communities will receive the *Cool Moves* grants in 2008:

British Columbia – Kamloops, Okanagan
New Brunswick - Moncton
Newfoundland – St. John's
Ontario – Brantford, Dovercourt, Pembroke
Prince Edward Island - Charlottetown

Quebec - Dawson
Saskatchewan - Regina

About Boys and Girls Clubs of Canada

Boys and Girls Clubs of Canada is a leading, national provider of programs to children and youth that support the healthy physical, educational and social development of close to 200,000 young people and their families each year. In 700 community locations across Canada, clubs offer after-school programs in physical recreation, technology, the arts, literacy, personal growth and more. Many clubs also provide 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

Kraft Foods (NYSE: KFT) is one of the world's largest food and beverage companies, with 2007 revenues of more than \$37 billion. For more than 100 years, *Kraft* has offered consumers delicious and wholesome foods that fit the way they live. *Kraft* markets a broad portfolio of iconic brands in more than 150 countries, including nine brands with revenues exceeding \$1 billion: *Kraft* cheeses, dinners and dressings; *Oscar Mayer* meats; *Philadelphia* cream cheese; *Maxwell House* coffee; *Nabisco* cookies and crackers and its *Oreo* brand; *Jacobs* coffees, *Milka* chocolates and *LU* biscuits. *Kraft* is listed in the Standard & Poor's 100 and 500 indexes. The company is a member of the Dow Jones Sustainability Index and the Ethibel Sustainability Index. For more information, visit the company's web site at www.kraft.com. In Canada, company brands include *Kraft* Dinner macaroni and cheese, *Christie* cookies and crackers, and *Delissio* pizza.

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