

## **MEDIA ADVISORY**

### **USDA Satellite Features Feed**

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## **FEATURE – WHITE HOUSE HEALTHY KIDS FAIR EVENT**

**INTRO:** First Lady Michelle Obama and Agriculture Secretary Tom Vilsack encouraged healthy eating and more exercise for children at a White House event. The USDA's Bob Ellison has more. (1:50)

**THE WHITE HOUSE SOUTH LAWN WAS THE SETTING FOR THE HEALTHY KIDS FAIR DESIGNED TO GET CHILDREN TO EAT BETTER AND EXERCISE MORE. FIRST LADY MICHELLE OBAMA TOLD CHILDREN, THEIR PARENTS AND TEACHERS THAT HEALTHY FOOD CAN BE FUN AND TASTE GOOD.**

First Lady Michelle Obama: That vegetables and fruits are not the enemy; it is the power to a good future. And in the end that's what we're all trying to do here. That's why we've invited you to the South Lawn, that's why all these cameras are here, that's why Secretary Vilsack is here because we are now focused on your future.

**THE FIRST LADY AND AGRICULTURE SECRETARY TOM VILSACK CITED EXPANSION OF THE U-S DEPARTMENT OF AGRICULTURE'S HEALTHIER U-S SCHOOL CHALLENGE WHEREIN SCHOOLS PLEDGE TO FEED CHILDREN HEALTHY FOOD.**

Obama: And in addition to make healthy foods available, getting rid of the junk food in the school, making that pledge, get rid of it. But also to make sure they are setting aside time for physical activity.

Tom Vilsack, Agriculture Secretary: So it's part of my job and my responsibility to do a good job, a better job, than we've done in the past at making sure the meals that you have available at school lunches and school breakfasts are as nutritious as they can be.

**AND THE ASSEMBLED CHILDREN SOUNDED RECEPTIVE TO THE FIRST LADY'S AND AGRICULTURE SECRETARY'S MESSAGE.**

Henry Dunkelberger, Student, McClean, VA: It's extremely important for our health and the future, too. Not just now. And if you're unhealthy now you might miss out on some experiences.

Jonathan Berry, Student, Washington, D.C.: The samplings of the food were nutritious and I think everybody should try new fruits and vegetables that I just tried.

THE HEALTHIER U-S SCHOOL CHALLENGE WAS ESTABLISHED IN TWO THOUSAND FOUR AND OVER SIX HUNDRED SCHOOLS HAVE GOTTEN U-S-D-A RECOGNITION. IN WASHINGTON, FOR THE U-S DEPARTMENT OF AGRICULTURE, I'M BOB ELLISON.