



Dear Parent/Guardian,

In an effort to increase fruit and vegetable consumption in children's diets, the Produce Man's Healthy Challenge (*formerly known as 5-A-Day Fruit & Veggie Challenge*) will be held at your child's school during the month of March for National Nutrition Month! **During the challenge week, children will be encouraged to eat a total of 5 servings of fruits and vegetables or more, each day for 7 days.** (*Example: 2 fruits & 3 vegetables, etc., please limit juice to only one 8 oz serving or less per day since it is not a good source fiber like fruits and vegetables are.*)

The Healthy Challenge is age appropriate – complete with fun, interactive activities and prizes! Each participating child will receive a Healthy Challenge Tracking Chart to keep track of how many servings of produce they eat each day. **At the end of the seven-day challenge, we ask that the students return their completed Healthy Challenge chart to their teacher by the end of their schools' Challenge Week.**

All students who return their *successfully completed charts* will be eligible to win some very exciting prizes donated by **our Sponsors:** Town & Country, Lazer Kraze, Lazer Adventure with Pharaohs Golf & Games, Newport Aquarium, Cincinnati Zoo, Kings Island, Cincinnati Red's tickets, Lloyds Roller Rink, Independence Skateway, Walt's Center Lanes, LaRu Lanes, At The Yard Training Center and much more! In addition, the top two schools returning the greatest percentage of successfully completed charts will receive \$1,000!

Please support your child and their school in their efforts to eat five servings of fruits and vegetables or more. The children will be counting on you, their parents/guardian to make fruits and/or vegetables available to them at home. This is a great chance to let your kids try new fruits and vegetables. It may even turn into a challenge for your entire family!

We encourage you to be a great role model to your child for this Challenge and continue it at home so the whole family can benefit. We wish your child good luck!

Sincerely,

The Northern Kentucky Health Department