



Lifestyle | Nutrition | Fitness

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FOR IMMEDIATE RELEASE

Service Foods To Provide All-Natural, High-Quality Organic Food as an Official Campaign Partner of the Get Body Beautiful Challenge

Service Foods and renowned fitness expert Andrea Riggs will kick off the health and wellness challenge on February 19 during an expo at the Georgia International Convention Center

ATLANTA, DATE—Service Foods, a leading provider of [all-natural, high-quality organic food](#) for home delivery, has partnered with national fitness expert and TV trainer Andrea Riggs to share healthy meals to contestants as they compete in the 12-week, \$20,000 Get Body Beautiful campaign.

Together, Service Foods and Riggs will be kicking off the Get Body Beautiful campaign on February 19, 2011, during an expo at the Georgia International Convention Center. More than 1,500 women are expected to attend the event designed to empower, educate and encourage them to achieve better health. One hundred of the attendees will be competing in the Get Body Beautiful contest with regularly scheduled fitness sessions and specially designed nutrition plans including [all-natural, high-quality organic food](#) from Service Foods. The event at the Georgia International Convention Center, located at 2000 Convention Center Concourse in College Park, will be held in Salon 2 and Salon 3 and is being sponsored by Coca-Cola and Publix.

The Get Body Beautiful campaign originated in 2010 following Riggs' role as the trainer on WXIA-TV's "Atlanta's Biggest Loser Contest" and her partnership with the Aetna Foundation to combat the serious problems of obesity facing women in the metro Atlanta region. Since then, the Get Body Beautiful campaign has encouraged and motivated 30,000 local women to achieve healthier lifestyles through nutrition and fitness education.

"We are extremely excited to partner with Service Foods and educate the contestants in the Get Body Beautiful challenge on the critical component of long-term healthy eating and menu selection to help achieve long-term fitness and health goals," said Riggs. "We are especially eager to offer the contestants custom meal plans from Service Foods."

The meal plans will include selections from Service Foods' wide assortment of fully aged, [all-natural](#) Black Angus beef; super-select pork; Grade-A, free-range poultry; sashimi-grade seafood; and Grade-A natural and [organic](#) fancy vegetables.

During the February 19 kick-off event, Service Foods' registered dietitian Dana Yarn will be on hand to speak to participants about the link between nutrition and healthy living, including details on meal planning for weight loss, portion control, dietary needs and caloric requirements. Registered nurses from the company will also provide blood pressure, body mass index, cholesterol and glucose screenings to contestants, followed by educational information about their results.

In the future, Riggs will provide event support and fitness demonstrations at additional events sponsored by Service Foods. She will also contribute fitness tips for Service Foods clients through the company's email newsletter, blog and user-friendly website. Service Foods also provides its clients with nutritional pointers, cooking demonstrations and educational insights from a staff of dietitians, nurses, fitness experts and certified [all-natural](#) chefs.

"We are very excited to be partnering with Andrea and the Get Body Beautiful campaign. Being that Service Foods' mission is to improve America's health through education, proper nutrition, all-natural food and expert fitness training, a collaboration between our companies was a natural fit," stated Dr. Keith Kantor, CEO of Service Foods. "We're looking forward to establishing a long-lasting relationship with Andrea and Get Body Beautiful to help end the healthcare crisis in America."

About Body Beautiful:

Founded in 1998, Body Beautiful is an Atlanta, Georgia-based wellness company with a mission to help individuals, corporations and the community achieve better health through the principles of healthier lifestyle, nutrition and fitness. Body Beautiful offers an array of fitness training services, nutrition products and wellness programs to help clients transform their health, including the Get Body Beautiful campaign. Led by President and National Fitness Expert Andrea Riggs, Body Beautiful has been recognized in numerous national publications, radio and television across the United States and abroad. For more information, visit www.GetBodyBeautiful.com.

About Service Foods

Service Foods offers a full line of organic and all-natural foods free from growth hormones, preservatives, steroids, antibiotics and colorings. The company provides free delivery directly to customers' homes. In addition, dietitians, nurses, visiting doctors and fitness experts are on staff to counsel clients in leading a healthier lifestyle. Service Foods has been in business since 1981 and is based in Atlanta, Georgia, with warehouses in several states. To learn more about Service Foods, Inc., visit www.ServiceFoods.com.

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