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Media Contact:

Keith Kantor
(770) 448-5300
kkantor@ServiceFoods.com

Service Foods Marks the First Anniversary of the *Let's Move!* Campaign with First Lady Michelle Obama

Service Foods' registered dietitian Dana Yarn promotes proper nutrition, physical activity and health education alongside First Lady Michelle Obama

ATLANTA, DATE—Service Foods, a leading provider of organic and all-natural foods for home delivery, recently joined First Lady Michelle Obama to honor the first anniversary of *Let's Move!*, a campaign that is dedicated to solving the problem of obesity within a generation.

Obama, along with Service Foods' dietitian Dana Yarn, marked the occasion at Alpharetta, Georgia's North Point Community Church as part of a nationwide celebration to inspire communities, families and schools to take action against childhood obesity. Combining comprehensive strategies with common sense, *Let's Move!* is about putting children on the path to a healthy future during their earliest months and years. This includes giving parents information that supports healthy choices; providing healthier foods in schools; ensuring every family has access to healthy, affordable food; and helping children become more physically active.



The pillars of the *Let's Move!* campaign follows Service Foods' and Yarn's vision to improve America's health through education, organic and all-natural foods, and expert fitness training. As a registered dietitian, Yarn works one-on-one with Service Foods' clients to provide personal menu planning while addressing specific health conditions such as diabetes, high blood pressure and heart disease. Yarn, along with Service Foods' doctors, registered nurses and certified fitness experts, also provides information on the importance of proper nutrition in Service Foods' newsletter, video blogs, educational health articles and through various social media platforms.

“We’re proud of Dana and the work she has done to help our clients lead a healthier lifestyle and fight obesity. With *Let’s Move!*, the First Lady has raised our nation’s awareness about the value of a healthy lifestyle for America’s children, too,” said Dr. Keith Kantor, CEO of Service Foods. “The initiative follows Service Foods’ and Dana’s all-encompassing approach to health, nutrition and exercise. By following these important principles, we can help to end the obesity epidemic and healthcare crisis in America.”

About *Let’s Move!*

Let’s Move! cultivates the appreciation of nutritious food and inspires kids to engage in physical activity. It empowers parents and caregivers by emphasizing their role in making healthy choices for children and stresses the importance of access to nutritious foods in schools and communities. *Let’s Move!* was launched in February 2010 in partnership with the USDA, U.S. Department of Health and Human Services, the President’s Council on Physical Fitness, Sports and Nutrition, and other members of the White House Task Force on Childhood Obesity. *Let’s Move!* is a continuation of White House efforts to unite and inspire families to take real and sustained actions to eat better, be more active and make a commitment to embracing healthier lifestyles. For more information, visit www.letsmove.gov.

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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