



FOR IMMEDIATE RELEASE

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## **Service Foods Supports College Park Healthy City Initiative**

*Service Foods, named as one of Atlanta's Healthiest Employers, will help kick off the health and wellness initiative on March 22 during a Health Fair for all College Park city employees*

ATLANTA, March 12—Service Foods, a leading provider of all-natural foods for home delivery and one of Atlanta Business Chronicle's Healthiest Employers award winners, has teamed up with the City of College Park to promote its Healthy City Initiative and upcoming Health Fair.

The Healthy City initiative encourages city employees to adopt a healthy lifestyle that focuses on improved physical and mental health. The goal is to foster a healthy, vibrant, strong and safe workforce and community by promoting values which the entire College Park workforce and community can share and endorse.

To kick off the 2011 Healthy City Initiative, the City will be holding a Health Fair on Tuesday, March 22 from 11:30 am to 2 pm in the parking lot of the Public Safety Complex located at 3717 College Street in College Park. Service Foods, recently named as one of Atlanta Business Chronicle's Healthiest Employers for its focus on improving the health and wellness of both clients and employees through education, proper nutrition, all-natural food and expert fitness training, is helping to host the Health Fair.

"The goal is for all employees to be healthier. Not only will the initiative cut down on the City's insurance costs and employee absenteeism, but it will also help our employees be more conscience of living longer lives," noted Jewel Clay, the Healthy City Initiative chairperson. "When we saw that Service Foods shares this approach as one of Atlanta's Healthiest Employers, we knew we wanted to team up with them."

Service Foods' registered dietitian Dana Yarn will be speaking to Health Fair attendees 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 participants, followed by educational information about their results. Additionally, Service Foods'

strategic partner Dr. Kelvin Brown of Vital Healthcare Group will also be discussing the importance of living a healthy lifestyle.

The Atlanta Business Chronicle recognized Service Foods as one of Atlanta's Healthiest Employers during an awards program held at the Georgia Aquarium on February 18, 2011. The company's registered dietitian provides employees and clients with health assessments, and the in-house registered nurse, doctors, certified fitness experts and certified all-natural chefs also help them with additional details of the individual programs. The services are offered to every Service Foods employee and client at no charge, and are designed to address each individual's health concerns, such as diabetes or high blood pressure. During the recent awards program, the City of Smyrna, Georgia was also recognized as a finalist in contest. Officials from the City of College Park hope that, with the help of Service Foods, the Healthy City Initiative will earn them the title of Atlanta's Healthiest Employer in 2012.

"Service Foods is happy to support College Park's Healthy City Initiative and its goals to improve the lives of employees," said Dr. Keith Kantor, CEO of Service Foods. "Numerous studies have proven that there are enormous costs associated with not living a healthy lifestyle, including lost productivity, medical expenditures and shorter lifespan. By supporting and encouraging both Service Foods' and College Park's employees to lead healthy lifestyles, we can work toward our goal of improving America's health one family at a time."

### **About College Park Healthy City Initiative**

The City of College Park's Health City Initiative program is aimed at encouraging all City employees to adopt a healthy lifestyle focusing on improved physical and mental health. The program's goal is to foster a healthy, vibrant, strong and safe workforce and community by promoting values which the entire workforce and community can share and endorse. Members of the Healthy City Initiative Committee promote a healthy philosophy to all staff through planning educational seminars and regular exercise sessions throughout the year. For more information, visit [www.collegeparkga.com](http://www.collegeparkga.com).

### **About Service Foods**

Service Foods offers a full line of 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](http://www.ServiceFoods.com).

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