



FOR IMMEDIATE RELEASE

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CHIPPEWA VALLEY TAKES A STAND FOR FRUITS & VEGGIES WITH INNOVATIVE MARKETING CAMPAIGN

FNV is coming to the Chippewa Valley, bringing along some major celebrity power

Eau Claire, WI – May 31, 2017 – Eau Claire Healthy Communities, Chippewa Health Improvement Partnership and Eat Well Dunn County, in collaboration with other local and state partners, today announced a partnership with [FNV](#), the brand for fruits and veggies. Together, FNV and local partners are on a mission to get Chippewa Valley residents eating more fruits and veggies. The FNV campaign will appear on busses, billboards, online and on social media in the Chippewa Valley from June to November 2017.

“Can you think about how many times a day you see ads for unhealthy foods? Now think about how many of those ads are for fruits or veggies,” says Susan Krahn, Public Health Nutritionist from the Eau Claire City-County Health Department. “Of the \$2 billion per year spent advertising food & beverages to youth – less than 1% is spent on healthier food options.”

Fresh, frozen, canned and dried — “FNV” - or fruits and veggies - is a campaign that has united every type of fruit and veggie under one awesome brand. With a dash of playful creativity and help from over 85 celebrities, FNV is harnessing the power of marketing to promote fruits and veggies in the same way big brands market their products. FNV was created by [The Partnership for a Healthier America](#), as an initiative that lives alongside programs like Let’s Move and Drink Up.

Celebrities and athletes who support FNV include actors Kristen Bell and Jessica Alba; NBA superstar Stephen Curry and cookbook author, chef and television personality-wife Ayesha Curry; Carolina Panthers Quarterback Cam Newton and New England Patriots’ Julian Edelman, Danny Amendola and Rob Gronkowski to name a few.

The FNV campaign will also appear at local retailers including:

- Direct Stores on Barstow Street in Eau Claire,
- Dick’s Fresh Market at L Mart Shopping Center in Menomonie,
- Festival Foods on Mall Drive in Eau Claire,
- Gordy’s Market on Birch Street, E. Hamilton Ave. and W. Clairemont Ave. in Eau Claire and Bay Street and City Highway J in Chippewa Falls, and
- Woodman’s in Altoona.

For complete campaign details, see attached.

The FNV campaign will be featured at the following event:

WHO: Team FNV, including members of Eau Claire Healthy Communities, Chippewa Health Improvement Partnership & Eat Well Dunn County

WHAT: FNV Photo Booth at the Sounds like Summer Concert Series

WHEN: June 1, 2017, 6:00-8:30 p.m.

WHERE: Phoenix Park, Eau Claire

Want to spread your love for fruits and veggies too? It's easy, just start snapping photos of your favorite fruits and veggies, cool ways you prepare them, or tricks for getting them into your (or your kids'!) meals. Remember to tag @TeamFNV and use the hashtag #FNVinWI so we can see how much Wisconsin really loves fruits and veggies.

About Eau Claire Healthy Communities, Chippewa Health Improvement Partnership and Eat Well Dunn County

These three community-based coalitions were developed to create and maintain healthy communities. A variety of community partners work to align efforts and create a strategic framework for collaborative local health improvement activities.

Members from the Eau Claire, Chippewa, and Dunn County coalitions have joined together to form the Healthy Food Marketing Collaborative. Partners on this initiative include:

Chippewa County Health Department,

Eau Claire City-County Health Department,

HSHS St. Joseph's/Sacred Heart Hospitals,

Mayo Clinic Health System,

UW-Extension FoodWise Program: Chippewa, Dunn, Eau Claire counties

About FNV:

FNV is on a mission to get the world to eat more fruits and veggies. Fresh, frozen, canned and dried — The Partnership for a Healthier America has united every type of fruit and veggie under one awesome brand: FNV. With a dash of playful creativity and boatloads of passion, FNV is harnessing the power of marketing to promote fruits and veggies in the same way brands market products. FNV is fueled by the Partnership for a Healthier America and supported by partners including Blue Cross NC, University of Wisconsin-Extension, Trinity Health, Meredith Media, Ocean Spray, The Honest Co., PMA, the Robert Wood Johnson Foundation, Lamar, and Octagon Sports Management.

About Wisconsin's implementation of FNV:

University of Wisconsin-Extension, healthTIDE and the Wisconsin Department of Health Services, in collaboration with other local and state partners, are leading the effort to bring FNV, the brand for fruits and veggies, to Wisconsin. Together, FNV and these statewide partners are on a mission to get Wisconsin residents eating more fruits and veggies. For information about the statewide campaign, contact Lauren Cochlin, (507) 213-4248, lauren.cochlin@ymcadanecounty.org.

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