



Press Release

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FOR IMMEDIATE RELEASE
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FORKS AT THE READY! KIDS FOOD FESTIVAL LAUNCHES IN NEW YORK CITY

NEW YORK, NY: The first Kids Food Festival gets cooking on January 21st and 22nd, 2012, from 10am to 6pm at Citi Pond at Bryant Park. The Kids Food Festival helps in the fight against childhood obesity through fun and flavorful activities around balanced food choices.

Cooking demos and hands-on programming for children in the James Beard Future Foodies Pavilion include classes with Jahangir Mehta, Ellie Krieger, Sam Talbot, Ben Pollinger, David Burke and Cricket Azima. Live music and other presenters on the Kids Food Festival Performance Stage include Kimmy Schwimmy, Joanie Leeds and Reed Alexander.

The Balanced Plate Scavenger Hunt invites kids to bounce around the festival, from kiosk to kiosk, earning stickers and a goody bag while learning how to make balanced food choices. Families will explore, discover, and taste key ingredients of that perfect balance between yummy and good-for-me.

In addition, festival-goers have the chance to win remarkable prizes in raffles and to burn off some energy with free-admission ice skating at Citi Pond at Bryant Park throughout the weekend.

A percentage of proceeds from the Kids Food Festival will benefit Share Our Strength. This national nonprofit is ending childhood hunger in America by connecting children with the nutritious food they need to lead healthy, active lives.

General admission to the Festival is FREE, but tickets (available online starting January 1st) are required for all events in the James Beard Foundation Future Foodies Pavilion and on the KFF Performance Stage. To register for tickets or for more information and a menu of the weekend festivities go to WWW.KIDSFOODFESTIVAL.COM.

Citi Pond at Bryant Park, New York City's premier winter wonderland, is located at W. 40th and W. 42nd Streets between Fifth and Sixth Avenues.

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The Kids Food Festival is produced by The Creative Kitchen and Two Shes Productions. Please contact MEDIA@KIDSFOODFESTIVAL.COM with any media inquiries or for interviews with KFF co-founders Cricket Azima, Nira Paliwoda and Abbie Gellman.

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ABOUT CITI POND AT BRYANT PARK

Citi Pond at Bryant Park, created and produced by Upsilon Ventures, is New York City's most celebrated winter destination including Citi Pond, Manhattan's first and only free-admission ice skating rink; The Holiday Shops, an open-air holiday retail market; and Celsius, a restaurant, lounge and event space. Enjoy a day of family skating, share a romantic evening under the stars, celebrate the holidays at a company bash, or join one of the many events and ice activities. Citi Pond at Bryant Park is located at W. 40th and W. 42nd Streets between Fifth and Sixth Avenues and is open Sunday - Thursday from 8 a.m. to 10 p.m. and Friday - Saturday from 8 a.m. to midnight. For more information or for advance and group reservations and not-for-profit and school visits, please call 212-661-6640 or visit: www.CitiPondatBryantPark.com.