



**For more information contact:**  
Adrenna Alkhas  
Marketing and Communication Director  
(209) 668-1333 ext. 340 – Office

**For Immediate Release:**

**March 14, 2019**

### **20/20 VEGGIE CONTEST**

Turlock, CA (March 14, 2019) –Stanislaus County Fair’s Kids Club Educational Program has once again partnered with the Turlock Unified School District (TUSD) child nutritional program, *Real.Fresh.* to promote healthy eating throughout the summer and school year.

This is the fifth year the Stanislaus County Fair has partnered with TUSD to launch the *20/20 Fruit & Veggie Contest*. The contest, which begins on **Monday, March 18<sup>th</sup>**, was created to reward students for their nutritional choices. Elementary students will keep track of their healthy eating choices by using punch cards. The intention of the partnership is to support healthy food choices by promoting access to fruits and vegetables.

“Our kids club program educates our children on agriculture and how our county provides organic food options from our local farmers,” said Adrenna Alkhas, spokesperson for the Stanislaus County Fair. “With a partnership involving our Kids Club and TUSD’s child nutrition program, we can successfully introduce them to making innovative approaches to nutritional and tasty choices.”

Over the span of 20 days, students who choose one fruit or vegetable option for their lunch will receive a punch on their punch cards. Once the card is complete, it will be entered into a grand prize drawing. Four students from each elementary school in the Turlock Unified School District will be randomly selected to win either a Stanislaus County Fair Family 4-Pack (which includes ride tickets), a bicycle, or other great prizes. The school with the most Stanislaus County Fair Kids Club sign ups will get a BBQ party at the end of the year.

“Together, the Stanislaus County Fair and TUSD can push towards a healthier diet and overall lifestyle for our children,” said Scott Soiseth, Director of Child Nutrition at TUSD. “It’s never too soon to introduce them to nutritional diets – in fact, there is no better time than now.”

TUSD’s child nutritional program, *Real.Fresh.*, is committed to providing nutritional information that promotes children’s health by supporting healthy eating habits, as well as being physically active. TUSD provides nutritional information on all menus and works hard on having their website include resources that support healthy food choices through increased

consumption of fruits and vegetables. TUSD's partnership with the Kids Club program at the Stanislaus County Fair encourages students to continue making healthy food choices in the summer – and throughout their lives.

Children that are registered in the Kids Club program will have the opportunity to expand their knowledge and skills at the Fair! By filling out a passport book used to travel around the Fairgrounds, kids will be answering math, science, art, livestock and agriculture-related questions. Once they finish answering all their passport questions, the kids can turn in the passport to the Information Booth at the Fair for a chance to win (4) pack Legoland tickets from KAT Country 103. Kids Club members will also receive a tote bag with fun items from our sponsors, as well as two carnival ride tickets. Parents can sign up their kids now at <http://stancofair.com/kidsclub/>.

The 2019 Stanislaus County Fair opens Friday, July 12<sup>th</sup> for a 10-day run. Fair guests can count on an award-winning experience that has been over 108 years in the making. Discounted Fair admission tickets, unlimited ride wristbands, and the Fair season pass will be on sale beginning Saturday, April 20, 2019. Corporate ticket sales will also be available to purchase at a highly discounted rate. Visit the Fair's website for upcoming ticket sale information at [www.stancofair.com](http://www.stancofair.com).

The 2019 Fair will feature a spectacular children's area presented by Sky Trek Aviation. Also planned for 2019 are 10-nights of free celebrity concerts included with Fair admission, a total of three stages of live entertainment, upwards of 30,000 local exhibits and over 1,750 animals. Metal-mashing motorsports in the FoodMaxx Arena will also be featured.

To receive future Fair announcements follow us on Facebook at [facebook.com/stancofair](https://www.facebook.com/stancofair). Also, follow us on Twitter and Instagram @stancofair.

The mission of the Stanislaus County Fair is to provide a family and community-oriented experience promoting agriculture, entertainment and technology. For more information about the award-winning Stanislaus County Fair, visit [www.stancofair.com](http://www.stancofair.com).

-###-