



FOR RELEASE
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Healthy choice fundraising program growing

WHITEHORSE—A program that gives school children healthy products to sell during fundraising drives will be expanded in Yukon.

The From the Ground Up healthy choice program was piloted in fall 2012. It supports the local agriculture industry and promotes healthy eating by offering students a variety of fresh vegetables such as potatoes, carrots and beets to sell rather than the typical box of cookies or chocolates.

"It is very encouraging to see a program that offers healthy and locally grown vegetables to our residents become such a success," Health and Social Services Minister Doug Graham said. "Not only has the program grown to eight Whitehorse schools this year, we have the opportunity to pilot a school in a rural community."

Under the program, schools receive 50 per cent of the profits to support school activities. Last year, one school bought reading material and another used its funds to support a foster child.

"We all know that eating well and being physically active can have a positive effect on learning and preventing weight problems and obesity in children," Graham added. "I am pleased this fundraising idea has grown and will continue to positively impact many more children and families this year."

For more information about the program, the schools involved, recipes or videos of the farming process, visit www.yukonfromthegroundup.ca.

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