

## For Immediate Release

### Healthy fundraiser proves successful!

Nourish Nova Scotia

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**Nourish Your Roots** (NYR) an initiative of Nourish Nova Scotia, is a new fundraising program for schools and non-profit childcare centres that connects children and families to the fresh, healthy, local and sustainable food available from Nova Scotia farmers. Students sell farm boxes or farm harvest opportunities to their family, neighbours and friends. Funds raised by the schools are earmarked to support and sustain healthy food programs and initiatives in schools/centres, such as breakfast, snack and garden programs.

*"I purchased this from my granddaughter and after raising three kids I can tell you this is the best school fundraiser I have ever had!" -Grandmother of elementary school student*

Building on the 2015 pilot and with contributions from Nourish donors and the Province of Nova Scotia, Nourish has been able to grow the program from thirteen to sixty sites across the province via two campaigns running now and again in November/December. Thirteen farms have come onboard as Nourish Your Roots partners this year. The program helps to promote local vegetable and fruit consumption while contributing to rural farm economies. Preliminary numbers leading into the Thanksgiving delivery indicate the campaign has surpassed all expectations! **Deliveries begin on September 29th, and run through until Oct 6, 2016 for the current campaign.**

*"Being from the Annapolis Valley, I know the benefits of eating locally sourced foods. Nourish Your Roots connects our students, our communities and our local farmers to provide a health-focused fundraiser that benefits everyone. The benefits don't stop there. Supporting Nourish Your Roots means supporting healthy eating and food programs in our schools. I encourage all Nova Scotians to take part," said Health and Wellness Minister Leo Glavine.*

Nourish Nova Scotia is a registered charity and the largest funder of breakfast programs in the province. Last year, 5 million breakfast meals were served in 351 school breakfast programs in Nova Scotia. Moving beyond breakfast Nourish is expanding its nutrition mandate with the goal of increasing food literacy in children and youth so they can better understand what nourishment means to the body, what local farmers and producers mean for our economic and social prosperity, and how to connect the dots between the garden and table.

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