



***For Immediate Release***

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## **Sunkist Heads to *Sesame Street***

***Sunkist Growers Supports PMA and Sesame Workshop's 'eat brighter!' Movement to Encourage Kids and Families to Eat More Fruits and Veggies***

***July 31, 2014, Sherman Oaks, CA***—Sunkist Growers is showing that “C” truly stands for Citrus as part of the Produce Marketing Association (PMA) and Sesame Workshop’s ‘eat brighter!’ initiative.

The collaboration, forged by the Partnership for a Healthier America—which works with the private sector and PHA Honorary Chair First Lady Michelle Obama, applies the strength and influence of the Sesame Street brand and characters like Big Bird, Elmo, Cookie Monster, and Abby Cadabby to promote fruits and vegetables consumption with children ages 2 to 5 – their parents and caregivers.

“Childhood obesity is a critical issue for our country and fighting this epidemic requires strong partnerships with creativity and vision,” said Sunkist Vice President of Sales & Marketing Kevin Fiori. “We are proud to be a supporting partner to PMA and Sesame Workshop in the ‘eat brighter!’ movement to help kids and families across North America eat more fruits and vegetables.”

The ‘eat brighter!’ program has a simple goal: to raise awareness of the importance of healthy eating among families by leveraging the power of the *Sesame Street* brand. Sunkist, a founding member of PMA, is developing themed packaging, advertising, social media content and customizable programs for retailers for the citrus cooperative’s 2014-15 growing season.

“*Sesame Street* is a brand parents trust and kids love, and we’re excited to be leveraging the power of the beloved characters to encourage families to eat more fresh citrus,” said Sunkist Advertising & PR Manager Joan Wickham. “Full of antioxidants and essential nutrients, citrus is part of the super food family – making it a sweet treat that kids love and parents can feel good about.”

The most widely recognized and trusted name in the citrus category, Sunkist offers more than 40 varieties of premium quality, fresh citrus year-round.

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*Sunkist Growers is a citrus marketing cooperative, founded in 1893, which is owned by and operated for thousands of family farmers growing citrus in California and Arizona. For more information about Sunkist's family farmers visit <http://familystories.sunkist.com/>.*

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