



COUNTY OF SAN DIEGO

MEDIA ADVISORY

FOR IMMEDIATE RELEASE

November 10, 2010

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FOSTER YOUTH TO DELIVER FRESH FRUITS & VEGGIES TO COUNTY EMPLOYEES *Youth Learn Agricultural Business; Teach County Employees to Eat Healthy*

WHAT: With Thanksgiving right around the corner, several San Pasqual Academy foster youth will make their bimonthly delivery of certified, organic produce to County employees to encourage them to eat healthier for the holidays, which is part of County's year-round plan to Build Better Health. Employees who signed up to be part of the subscription program pay only \$20 per box for fresh fruit or vegetables every two weeks. Boxes include recipes and employees have used them to make baked goods for their co-workers. Although, the San Pasqual Academy Agriculture program was established in 2004, the organic produce program began a year ago when students came up with the label name, Dragon Organics. The program has grown roots and students began selling to local vendors such as Whole Foods, Jimbos, Seaside Market, and Stone Brewing Company. They have expanded to farmer's markets throughout the county.

WHEN: 2 p.m. on Friday, Nov. 12

WHERE: 6950 Levant St. in San Diego, CA 92111. The media event will be held in the parking lot. Since the building is unmarked, there will be media signs.

WHO: Chairwoman Pam Slater-Price, County Board of Supervisors, District 3; Nick Macchione, Director of the County Health and Human Services Agency; Yvonne Campbell, Director of Special Programs, San Pasqual Academy; Kelly Hartford, Jimbos, gourmet grocery; Tom Such, Seaside Market in Cardiff; Radford, Jorge and Kristina, all San Pasqual Academy foster youth; Amye Cubberley and Teri Meeks, both County employees.

VISUALS: Truck pulling in with San Pasqual Academy foster youth delivering fruits and vegetables to County employees. Raw b-roll video of students farming under their new produce label, Dragon Organics will also be provided.

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