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FOR IMMEDIATE RELEASE

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**GO FOLIC! ENCOURAGES "EATING RIGHT WITH COLOR" DURING
NATIONAL NUTRITION MONTH**

National Campaign Focuses Attention On Making Informed Food Choices

SAN FRANCISCO— Americans are interested in improving their diets and leading more healthful lifestyles. During National Nutrition Month, Go Folic joins other health programs in reminding everyone to "Eat Right with Color," which is this year's theme of National Nutrition Month®. Initiated in 1973 as a week-long event, "National Nutrition Week" became a month-long observance in 1980 in response to growing public interest in nutrition.

According to Shivaun Nestor, Go Folic! Women's Nutrition Project coordinator, "This year's National Nutrition Month theme of 'Eating Right with Color' cuts through the clutter of information and offers a basic framework for healthful eating. Including a colorful variety of fruits and vegetables is an easy way to ensure a healthful diet, one that includes adequate amounts of folate."

The recently released 2010 Dietary Guidelines for Americans recommend an increased focus on a plant-based diet. This combined with including lean meats, fish and poultry, and low-fat milk and dairy products creates a rainbow of colors on the plate that serve as the foundation for a healthful eating plan.

In celebration of National Nutrition Month, the Go Folic! Outreach Team will be tabling at local farmer's markets and conducting classes on nutrition and folic acid in local churches and high schools. In addition, the Go Folic! website will include links to various programs that are participating in National Nutrition Month by offering a variety of helpful tips, fun games, promotional tools and nutrition education resources, all designed to spread the message of good nutrition around the "Eat Right with Color" theme.

For more information about the Go Folic! Women's Nutrition Project, please contact Shivaun Nestor at 415.575.5677 or via email at Shivaun.Nestor@sfdph.org. To schedule an interview with the Go Folic! Campaign staff please contact Mikael Wagner at 415.255.0800 or via email at bmikael@promotionswest.com.

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The Go Folic! Women's Nutrition Project is dedicated to improving the health of San Francisco women through vitamin distribution and education. The SFDPH Maternal, Child and Adolescent Health Section's mission is to promote the health and well being of women of childbearing age, infants, children and adolescents who are at increased risk of adverse health outcomes by virtue of financial, language or cultural barriers. The Go Folic! Project is made possible by a grant from the Vitamin Cases Consumer Settlement Fund. Created as a result of an antitrust class action, one of the purposes of the Fund is to improve the health and nutrition of California consumers.