



Making Food Matter

Putting Food and Food Policy On the Table

Announcements and Events

Eating Right – Eating Bright

A project connecting children in BC to their local food system
Victoria Media Launch, Wednesday, April 18, 2007, from 1-2pm:
City of Victoria Ante Chamber

The goal of the *Eating Right – Eating Bright* project is to educate and entertain students about food sources, food issues and the importance of eating healthy, and to create a global awareness of food culture through a DVD Educational Series, distributed to all the schools in BC. The DVD series focuses on today's lightning-paced and changing world, and food and food issues that are and will remain a hot topic for the foreseeable future.

To kick-off the project we will be releasing an inspirational DVD on School Food Garden Creation, The *Edible Schoolyard*, to be distributed to all schools in BC. At the project launch, we will be featuring a showing of The *Edible Schoolyard* and sharing with the media the development of the new DVD series. The launch will be held in Victoria and Vancouver to invite your agency, ministries and sponsors to show their support for the *Eating Right - Eating Bright* project. We hope to generate significant media attention for the launch and showcase our funders and partners.

To view a short video sample clip of The *Edible Schoolyard*, click
http://www.lifecyclesproject.ca/temp/kezco/Edible_School_Yards.html

Please join us at the Vancouver Media Launch, Tuesday, April 17, 2007, from 1-2pm at:

Barbara-Jo's BOOKS TO COOKS
Main Shop
1740 West 2nd Avenue (half a block east of Burrard)
Vancouver
(604) 684-6788

Victoria Media Launch, Wednesday, April 18, 2007, from 1-2pm at:

City of Victoria Ante Chamber
#1 Centennial Square
Victoria
(250) 385-5711

To provide a letter of support, be sponsor or find out how we can work together on this initiative, please contact, LifeCycles Project Society, Kezia Cowtan, (250) 383-5800.