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KickinNutrition.TV Launches Digital Health-Nutrition Curriculum for Schools

KickinNutrition.TV online program fills the gap in engaging digital health-nutrition instruction for grades 4-8, with interactive lessons, kids' cooking videos, recipe exchange, game, classroom activities, assessment materials, and more.

October 29, Boston, MA--- KidsCOOK Productions today announced the launch of KickinNutrition.TV (KNTV), a new online health and wellness curriculum designed to educate, engage and empower students in grades 4 through 8 to make healthier food and exercise choices. The evidence-based, multimedia program, which is centered around six high-quality tween-focused cooking and nutrition education “webisodes,” uses humor, peer appeal and a blend of digital and hands-on learning activities to motivate and inspire kids to overcome obstacles to healthy eating and physical activity.

“With a 30 percent overweight and obesity level in U.S. children today, and research showing a direct connection between healthy habits and cognitive function, health and wellness literacy is just as important as math, reading and other core skills to the well-being of our students,” says Natasha Lance Rogoff, KickinNutrition.TV founder and executive producer. Rogoff formerly served as executive producer of Sesame Street International. “Evidence shows KNTV not only engages kids but positively impacts their eating and lifestyle habits both inside and outside school hours.”

Making life easier for busy teachers looking for engaging standards-aligned health-nutrition lessons, KNTV is a flexible plug-and-play solution that supports blended, flipped and project-based learning models 24/7 and is easily integrated into Science, Physical Education, Health and other subjects. The program showcases affordable, quick and simple recipes, cooking demonstrations and features positive student role models, music, interactive games and higher-

order thinking activities that ask kids to research nutritional foods, set personal goals, craft healthy menus, and more to extend learning beyond the classroom.

KNTV was developed in close collaboration with nutrition and education experts from Boston University, Tufts' Friedman School of Nutrition Science and Policy, and Harvard School of Public Health and is continuously updated and improved based on health-literacy and behavioral data. The curriculum was funded in part by the United States Department of Agriculture (USDA), NIFA and SBIR, and aligns with National Health and Education Standards (NHES) and overlaps with Common Core and other state and national education standards

To review and demo the KNTV offering, visit <http://kickinnutrition.tv/>.

About KidsCOOK Productions

KidsCOOK Productions (KCP) is an education media company with a passion for promoting health and wellness best practices in schools and communities across the nation. KCP brings together technology, health, education and media experts to build interactive instructional products that engage, inform and inspire lifelong positive health, wellness and exercise choices. KickinNutrition.TV was developed by the former executive producer of Sesame Street International in collaboration with an advisory board of nutrition experts from Boston University, Tufts' Friedman School of Nutrition Science and Policy, and Harvard School of Public Health. KCP is partly funded through a USDA-NIFA-SBIR award. The charity arm of KCP, Ingredients for Education (IFE), has a clear goal to provide schools with tools to help prevent childhood obesity and distributes the KNTV curriculum at no cost to selected Title I schools.

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