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**FOR IMMEDIATE RELEASE**  
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**GREATER GREEN BAY AREA SCHOOLS PARTICIPATE IN SECOND ANNUAL  
GREAT LAKES APPLE CRUNCH**

GREEN BAY, WI – On October 22, 2015 students in Greater Green Bay Area schools celebrating Farm to School Month by participating in the Great Lakes Apple Crunch. Students from six local school districts will join Farm to School supporters across the Great Lakes Region to take a "crunch" out of locally grown apples during their lunch period. The Live54218 Farm to School pilot sites participating include: Dickinson, Glenbrook, Heritage, Howard, Meadowbrook, Pioneer, Susie C. Altmayer, Valley View and Wrightstown Elementary.

Farm to School enriches the connection communities have with fresh, healthy food and local food producers, increases market opportunities for local producers and supports economic development across numerous sectors. By changing food purchasing and education practices at schools, students gain access to healthy, local foods and educational opportunities. Farm to School-based events such as the Great Lakes Apple Crunch provide students with the opportunity to enjoy nutritious local foods through lunch offerings and support local food purchasing by schools.

“We are very excited to have our entire school district participating in the Apple Crunch this year,” said Kari Alvey, the Howard-Suamico School District’s food service manager. “We try to highlight local items on the menu throughout the year, and this is a great way to get students excited about eating local.”

Through participation in the Great Lakes Apple Crunch, students will learn the importance of developing healthy eating habits and buying local while enjoying fresh, locally grown apples. The Great Lakes Apple Crunch is a great way for schools to show they support Wisconsin students and farmers.

“Our school district works directly with Hillside Apples. Not only will we highlight Hillside’s apples during the Great Lakes Apple Crunch, they will be served with school meals through December,” explained Deb Pockl, the food service director for the Unified School District of De Pere.

There will be UnitedHealthcare employees volunteering at many of the participating schools this year.

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*Born out of the community’s desire to address the ongoing childhood obesity epidemic, Live54218 was created around simple recommendations we could all live by every day. As the Greater Green Bay Area’s Healthy Eating, Active Living initiative, we strive to create environments in the community that support and promote all residents daily in consuming 5 fruits and vegetables, drinking 4 bottles of water, having less than 2 hours of screen time, participating in at least 1 hour of physical activity, and sleeping 8 hours a night. Our shared vision is to make the Greater Green Bay Area the healthiest community in the nation. Learn more at [www.Live54218.org](http://www.Live54218.org)*