

CALL FOR NOMINATIONS FOR THE GOLDEN CARROT AWARD

GRAND PRIZE OF \$3,500: \$1,000 to foodservice professional
\$2,500 to school foodservice program

Plus, three additional \$500 awards given to innovative foodservice professionals

In order to recognize the leadership of foodservice professionals who are having an exceptional impact on the health of children in schools, the Physicians Committee for Responsible Medicine (PCRM) is announcing the *Golden Carrot Award*. PCRM is a non-profit organization that promotes preventive medicine through healthy eating and sponsors the Healthy School Lunch Campaign (www.HealthySchoolLunches.org).

PCRM is requesting nominations for individuals who are approaching childhood nutrition in an innovative way. In particular, we are looking for individuals who, through the foods served in the lunchroom and/or through educational efforts, are encouraging children to eat more healthfully.

Examples would include novel programs that:

1. *encourage* the consumption of lower-fat meals.
2. *encourage* the consumption of fresh fruits and vegetables.
3. *provide* vegetarian or vegan menu items.
4. *respect* cultural diversity by offering culturally appropriate healthy menu offerings.
5. *offer* non-dairy foods or beverages to meet the needs of children who avoid cow's milk.
6. *foster* community partnerships (parents, farmers, businesses) that result in healthier choices for children at school.
7. *provide* innovative programming, offerings, or partnerships that reduce child obesity, or improve child health through foodservice operations.

Nominate an innovative foodservice professional for these awards:

Nominations are to be made for individual foodservice professionals promoting healthy nutrition to kids in their schools, rather than nominations for specific schools or programs.

Fill out the form below and return it to the Physicians Committee for Responsible Medicine. PCRM will then follow up with you or the foodservice professional for more details.

Or send a nomination by email, fax or mail, including name, position, address, telephone number and email address of nominee, and person submitting the materials. Include a description of the program, materials, or menu offerings that illustrate how this individual has improved the quality of foods and beverages offered or has promoted the health of children through school meals programs and/or educational efforts. Indicate size of school, number of children affected, and length of time the program has been in place (when applicable). Please offer sufficient detail to evaluate the innovative nature of the individual's efforts, and their impact. Feel free to include illustrations, samples of program materials, photos, or other documents that will help the reviewers understand the innovative effort and its impact.

Awards will be announced during National School Lunch Week, October 11-15, 2004, and recipients will be highlighted in *Good Medicine*, PCRM's quarterly magazine, on our Healthy School Lunches Web site and in a press release.

Deadline for submission of materials: September 15, 2004

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MEDICINE

GOLDEN CARROT AWARD



