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**FOR IMMEDIATE RELEASE**

**Help the Junior League of Denver fight childhood obesity and encourage healthy habits by attending the Local Foods Festival, September 11-12, 2010**

**Denver, CO (August 2010)** – The Junior League of Denver has planted the seed for a fantastic new event, partnering with the Denver Botanic Gardens – The Local Foods Festival at Denver Botanic Gardens at Chatfield.

This exciting new fundraising event highlights local, fresh, sustainable food/products focusing on Colorado's agricultural heritage and culinary diversity. Taking place September 11-12, 2010 during the opening weekend of the locally popular Denver Botanic Gardens at Chatfield Corn Maze, the Local Foods Festival will provide a fun, energetic, and inspiring atmosphere for families to learn more about Colorado food resources.

The Local Foods Festival Producers of local fruits/vegetables, meat, prepared foods, culinary gifts, and other items will be featured; as well as chefs from local restaurants and area farmers.

**LOCAL FOODS FESTIVAL SPECIAL EVENTS**

Join the Junior League of Denver for the following special events taking place at the Local Foods Festival:

Local Foods Marketplace

Enjoy the best of the region's local food growers, producers and purveyors at an extensive farmer's market-style outdoor booth display. Taste samples of many local foods, watch cooking demos, pick up a tasty lunch at the Local Food Court, and take home some fresh veggies, meat, cheese and inspiration for your next kitchen adventures.

Saturday September 11 & Sunday, September 12, 11am-4pm  
Free Admission (Additional admission fees apply to enter the Corn Maze)

Educational Series

A variety of educational classes will be offered all weekend on topics such as how to create the fresh Chipotle salsa and guacamole and learning to grow fresh herbs and vegetables with Roger Burleigh.

Classes will be offered all weekend. Space is limited, so pre-registration is required and can be found at [www.botanicgardens.org/content/local-foods-festival](http://www.botanicgardens.org/content/local-foods-festival)

### Fiery Hot & Chillin' Pro-Am Chili Cook-Off

Includes both amateur and professional categories. Do you think your family's super secret chili recipe is the best you've ever tasted? Then, enter your favorite green, red, or veggie chili in the first Junior League Chili Cook-Off! Additionally, anyone can enter to taste and judge the delicious entries of this terrific event. Local Professional Chefs will also be showcasing their chili recipes at this exciting event that is sure to draw a big crowd during the opening weekend of the Corn Maze.

Sunday, September 12 from 12-2pm.

Registration is \$50 per entry, 1 entry per contestant

For additional information on entering to be a judge, please visit [www.jld.org](http://www.jld.org)

### Rhinestone Rodeo VIP Event

Come celebrate fall with an evening of live music, libations, and delicious BBQ, at our brand new fundraiser, Rhinestone Rodeo! This casual, but elegant barn party will be held in the Green Farm Barn - located at the Denver Botanic Gardens at Chatfield. Guests are welcome and encouraged to attend. All proceeds will benefit the JLD.

Saturday, September 11 at 6:30pm. Admission is \$50 per person.

Tickets for the special events and additional information can be found at [www.jld.org](http://www.jld.org).

## **JUNIOR LEAGUE OF DENVER'S COMMUNITY IMPACT**

All proceeds from Local Foods Festival special events will go directly to community programs that improve the health and education of women and children in the Denver-metro and surrounding areas. For example, the Junior League of Denver introduced Healthy Habits at Joshua Station in 2008-2009. The goal of this program is to assist Joshua Station in developing a nutritional program they can implement for the resident families. Involving both the parents and children, the program aims to help families make better nutritional decisions, while keeping in mind that most residents, if not all, are currently on food stamps.

The program curriculum covers subjects that are both practical and beneficial for the families. General topics covered include basic food preparation, food safety and hygiene, while integrating lessons on reading nutritional labels, shopping on a budget, meal planning, and smart dining out. The more specialized children's curriculum is centered on hands-on activities to help the children take responsibility and pride in their own nutrition. Focus is placed on healthy choices for school lunches, easy after-school snacks, fitness and health knowledge, and food pyramid education.

The Healthy Habits program aims to make healthy nutrition habits enjoyable, interactive and easy for families who previously may not have had access to this information. For more information on Healthy Habits and the Junior League of Denver's other community programs, please visit [www.jld.org](http://www.jld.org).

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### **About the Junior League of Denver**

The Junior League of Denver, Incorporated (founded in 1918), is an organization of women committed to promoting voluntarism, developing the potential of women, and improving the community through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.

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