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PRESS RELEASE

C3 Accepts Excellence Award for Shoney's 5 A Day Program

Produce for Better Health Foundation Recognizes Shoney's for Fruit & Vegetable Promotion; Education Efforts

Kansas City, KAN – Produce for Better Health Foundation (PBH) recently presented National 5 A Day Excellence Awards to Shoney's LLC and the Georgia Department of Education for their Employee/Community Efforts.

Linda Johnson, vice president of industry relations for C3 accepted the award on behalf of Shoney's during the PBH recognition luncheon in San Francisco. "Three years ago, C3 began working with Shoney's to develop a cutting edge umbrella marketing concept for the restaurant chain," said Johnson.

"We slimmed down the Shoney Bear and made him active. We added a terrific series of activity books for kids that included 5 A Day recipes. We developed a kids program called 'Bear Necessities of Healthy Living.' We designed lesson plans for teachers, branded crayons with cool fruit names and created a recipe contest for kids using 5 A Day approved ingredients," explained Johnson.

"The trend that C3 acted on three years ago is now a lifestyle change for many kids. Just as this lifestyle change will continue and grow, I promise you, our partnership with PBH will continue and grow," concluded Johnson.

Shoney's, Nashville, Tenn., was the first family dining chain to receive a license to use the 5 A Day The Color Way logo. The chain's restaurants promoted its salad bar, offering 14 fruit and vegetable options to its customers and featured the 5 A Day The Color Way message. Shoney's also distributed an approved recipe in 6.2 million activity books for kids that encouraged healthy choices. Additionally, the restaurant sponsored a national 5 A Day The Color Way recipe contest, and the winning child's family received an all-expense-paid vacation trip to Florida. The recipe contest was so successful that the chain is assembling a Color Way cookbook to be distributed in 2005.

Ten other organizations were also recognized by PBH for promoting healthy eating and education efforts.

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C3 is the largest kids-focused brand marketing agency in the nation. Since the company's founding in 1987, kids across America have been entertained by C3's fun-loving kids' menus and toys in thousands of national restaurants.