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Local Childhood Nutrition Education Programs Recognized and Partner with Dannon to Distribute Thousands of Smoothies

WEST JORDAN, Utah, Sept. 17 /PRNewswire/ – The Dannon Company, Inc. was the major sponsor of the

22nd Annual West Jordan Safety and Health Fair on September 12, 2008. To highlight the importance of childhood nutrition education among fair participants, the Dannon Company partnered with the Primary Children's Medical Center and the Utah State University 4-H Extension Program, which offer outstanding childhood nutrition education and physical activity programs for children and families in Salt Lake County, Utah.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20080917/NY33991>)

With support from these featured local community partners, Dannon provided table-top displays with interactive games at the fair to help attendees learn first-hand about the importance of physical activity and eating healthy foods. In addition, Dannon distributed thousands of samples of Dannon yogurt smoothies to fair participants.

"With the obesity epidemic becoming more of a concern every day, The Dannon Company wanted to showcase some of the local nutrition education programs that are available to families in Salt Lake County, Utah," said Gayle Binney, Manager, Corporate Responsibility, The Dannon Company. "West Jordan, Utah has been home to our plant since 2002, so we have a natural interest in helping to improve the lives of the families in the community through nutrition education programs."

Throughout the year, Dannon works closely with community based organizations to heighten awareness of healthy eating and activity habits and provide reliable information at the community level. In addition to partnering for the fair, the Primary Children's Medical Center and Utah State University 4-H Extension Program are past recipients of the Dannon Next Generation Nutrition Grant.

The Dannon Company established the Dannon Next Generation Nutrition Grant program in 2006 to promote childhood nutrition education programs in each of the four communities where a Dannon facility is located. As part of the grant, Dannon has contributed up to \$30,000 annually to a non-profit organization operating programs that nurture healthy eating habits and physical activity among children in Salt



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