

# Meredith and The Creative Kitchen Kids Food Festival To-Go Partner With the Association of Children's Museums

## Events Educate Families on How to Make Balanced Food Choices through Fun and Engaging Activities

NEW YORK, March 8, 2017 /PRNewswire/ -- Meredith Corporation (NYSE: MDP; [www.meredith.com](http://www.meredith.com)), The Creative Kitchen, and the Association of Children's Museums partner to aid in the prevention of childhood obesity through programming that's simultaneously fun and educational, supporting the concept of learning through play. The Creative Kitchen Kids Food Festival To-Go takes place in 10 children's museums across the U.S. over four months.

Festival-goers can participate in the Balanced Plate Scavenger Hunt, the core educational component of the event, which teaches families the importance of balanced food choices. Upon completion of the Balanced Plate Scavenger Hunt, families are rewarded with a Prize Pack.

The Creative Kitchen Kids Food Festival To-Go is an expansion of the Kids Food Festival, an annual weekend of events that has taken place at Bryant Park in New York City, and in Washington D.C. The Creative Kitchen Kids Food Festival To-Go was launched in 2016 at Children's Discovery Museum of San Jose, California.

This tour kicks off March 12, 2017 at the Children's Discovery Museum of San Jose, California, and the fun continues through the end of July 2017.

The Creative Kitchen Kids Food Festival To-Go locations and dates:

- Children's Discovery Museum of San Jose (March 12, 2017)
- Children's Museum of Houston (April 15, 2017)
- Chicago Children's Museum (April 30, 2017)
- Wonderscope Children's Museum of Kansas City (May 20, 2017)
- Portland Children's Museum (June 4, 2017)
- Stepping Stones Museum for Children (June 10, 2017)
- Children's Museum of Manhattan (June 17, 2017)
- Louisiana Children's Museum (June 24, 2017)
- Miami Children's Museum (July 8th, 2017)
- Children's Museum of Denver at Marsico Campus (July 24, 2017)

### ABOUT MEREDITH CORPORATION

Meredith Corporation (NYSE: MDP; [www.meredith.com](http://www.meredith.com)) has been committed to service journalism for 115 years. Today, Meredith uses multiple distribution platforms – including broadcast television, print, digital, mobile and video – to provide consumers with content they desire and to deliver the messages of its advertising and marketing partners.

Meredith's National Media Group reaches more than 110 million unduplicated women every month, including nearly 75 percent of U.S. Millennial women. Meredith is the leader in creating and distributing content across platforms in key consumer interest areas such

as food, home, parenting and health through well-known brands such as Better Homes and Gardens, Parents, SHAPE, Allrecipes and EatingWell. Meredith also features robust brand licensing activities, including more than 3,000 SKUs of branded products at 5,000 Walmart stores across the U.S. Meredith Xcelerated Marketing is an award-winning, strategic and creative agency that provides fully integrated marketing solutions for many of the world's top brands, including The Kraft Heinz Co., Bank of America, WebMD, Volkswagen and NBC Universal.

Meredith's Local Media Group includes 17 owned or operated television stations reaching 11 percent of U.S. households. Meredith's portfolio is concentrated in large, fast-growing markets, with seven stations in the nation's Top 25 – including Atlanta, Phoenix, St. Louis and Portland – and 13 in Top 50 markets. Meredith's stations produce nearly 700 hours of local news and entertainment content each week, and operate leading local digital destinations.

### **ABOUT THE CREATIVE KITCHEN KIDS FOOD FESTIVAL TO-GO**

The Creative Kitchen, founded in 2003, is a company that presents educational and entertaining content to children through food-related activities. The company focuses on teaching, writing, recipe and curricula development, brand consulting, and marketing to present entertaining and educational content through food-related activities, classes, and events for children. The Creative Kitchen's signature kids cooking curriculum, Everybody Can Cook, offers 15 recipes and lesson plans to allow instructors in general and special education classrooms to bring hands-on cooking classes to children ages 2 and up, of various physical and developmental abilities.

The Creative Kitchen's largest event, the Kids Food Festival, provides tools to help families make balanced food choices. The flagship event is an annual celebration in New York City to help educate children and families through fun and engaging activities, including the signature Balanced Plate Scavenger Hunt, hands-on cooking classes (in partnership with the James Beard Foundation) and a main stage featuring family friendly entertainment. The Kids Food Festival has hosted six successful festivals in New York City's Bryant Park, and one festival in Washington D.C. The festival boasted its largest turnout in 2016, when a record-breaking 20,000 attendees enjoyed the weekend of events; the three previous years boasted approximately 16,000 people each.

The Kids Food Festival launched its one-day To-Go program in March 2016 at the Children's Discovery Museum in San Jose, California. The Creative Kitchen Kids Food Festival To-Go is now excited to offer the Kids Food Festival To-Go to many more children's museums throughout the country.

SOURCE Meredith Corporation; The Creative Kitchen

For further information: Email: [info@kidsfoodfestival.com](mailto:info@kidsfoodfestival.com), Telephone: 718-406-7506

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