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FOR IMMEDIATE RELEASE

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**GOOD FOR KIDS RESTAURANT WEEK COMES TO OXNARD**  
**Kids Eat Healthy & FREE All Week in Local Restaurants**

Oxnard kids and their families have something to celebrate this summer! First 5 Ventura County's Good for Kid Project is coming to Oxnard with a Good for Kids Restaurant Week, June 23-30.<sup>th</sup> Kids 10 and under eat free at participating restaurants when they choose a healthy meal off of the kids menu. The week will kickoff at the 20<sup>th</sup> Anniversary of the Farmer's, Thursday, June 23rd at Plaza Park in downtown Oxnard. Participating restaurants including Fresh & Fabulous Café, the Kitchen, BG's Café, Casa Lopez, La Dolce Vita, Sugar Beets, 5<sup>th</sup> Street Steak & Seafood, The Italian Job Café, Tomas Café and Otani Fish Market & Restaurant.

Goods for Kids Week is being launched in partnership with local restaurants, the Oxnard Downtown Management District, the Oxnard Chamber of Commerce, Coastal Pacific's Farmer's Market and the California Institute for Health & Longevity. "We see Good for Kids Restaurant Week as an opportunity for families to come downtown and enjoy the many great downtown restaurants." said Abel Magana, Executive Director of the Oxnard, Downtown Management District. "Celebrating the 20<sup>th</sup> Anniversary of the Farmer's Market and launching Good for Kids Restaurant Week, highlights that Oxnard is a healthy place to be," he added.

One out of every three children in the U.S. is overweight or obese, in part due to unhealthy eating. In Ventura County over 34% of children age 2-5 and 43% of those 5-20 years old who received CHDP health exams were overweight or obese. "We see Good for Kids is as a way of contributing towards a solution," said First 5 Executive Director, Claudia Harrison. "The project is part of First 5 Ventura County's goal of

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supporting the health of young children in Ventura County and building local partnerships that support the overall health of the community”

Good for Kids meals are healthier because they are lower in fat and sugar, have fruit and vegetable options and include healthier drinks and desserts. The Good for Kids Restaurant Week, is a way of introducing the Good for Kids Project to Oxnard, with the hope that restaurants will become “certified” Good for Kids Restaurants and keep healthy options on their children’s menus.

For more information including the latest list of participating restaurants or how restaurants can become Certified Good for Kids Restaurants, visit [www.first5ventura.org](http://www.first5ventura.org) or contact Nicole O. Tanner at (805) 886-0632, [ntanner@first5ventura.org](mailto:ntanner@first5ventura.org) or visit the Good for Kids table at the Farmer’s Market, June 23rd!

### **First 5 Ventura County**

Research shows that a child’s brain develops most dramatically in the first 5 years of life and what parents and caregivers do during these years to support that growth will have a significant impact throughout life. Based on this research, voters passed the Proposition 10 tobacco tax in 1998 to benefit families and children 0-5. First 5 Ventura County distributes these funds to support local programs which address the emotional, intellectual and physical needs of children 0-5 and their families. The Good for Kids Project is part of First 5 Ventura County’s goal of supporting the health of young children in Ventura County and building partnerships that support the overall health of the community.

### **The Oxnard Downtown Management District**

The Oxnard Downtown Management manages the Property and Business Improvement District (PBID) encompassing over 40 blocks in Downtown Oxnard, established in 2001 and renewed and expanded in 2006. Over the past 9 years, the PBID has helped fund key programs for downtown revitalization. PBID programs have helped attract new businesses and investors back to downtown and increase property values. With support of both property and business owners, the PBID has continued to provide programs that contribute to the revival of downtown such as maintenance, public safety, image enhancement, marketing / promotions, physical improvements and operation management.

### **The California Health & Longevity Institute**

Offering a 360-degree approach to health and well-being, California Health & Longevity Institute provides expertise in medicine, nutrition, fitness and life balance for individuals and corporations. An on-site team of specialists including physicians of Eastern and Western medicine, registered dietitians, exercise specialists and lifestyle consultants provide personalized consultations, workshops, healthy cooking classes and corporate wellness. For more information, visit [CHLI.com](http://CHLI.com) or call (818) 575-1114.

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