

Kraft Foods and the National Latino Children's Institute

Bring a Healthy Lifestyles Resource to Hispanic Communities

U.S. Surgeon General Richard Carmona joined with Kraft Foods, Inc. (NYSE:KFT) and the National Latino Children's Institute (NLCI) to announce *Salsa, Sabor y Salud*- a first-of-its-kind healthy lifestyle educational program designed by Latinos for Latinos. The program was created by NLCI in partnership with Kraft to support Hispanic families, a population particularly at risk for obesity and accompanying health problems.

Over the last 10 months, pilot sessions at community organizations in six cities have

demonstrated that *Salsa, Sabor y Salud* is practical, actionable and provides real-world solutions that parents and children can put to work right away. Through the eight-week curriculum, which now is being made available to community organizations nationwide, families learn small steps to change their daily routines and eating habits that add up to major lifestyle improvements. *Salsa, Sabor y Salud* was piloted in Los Angeles, San Antonio, Chicago, New York, Newark and Miami, which together comprise nearly 40 percent of the Hispanic population in the U.S.