

Kraft funds children's health program

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Madill News Service

Northfield-based Kraft Inc. has teamed up with the Texas-based National Latino Children's Institute to produce Salsa, Sabor y Salud (loosely translated as Food, Fun and Fitness), a healthy lifestyle educational program aimed at young Hispanic children.

Salsa, Sabor y Salud was officially unveiled this week after a 10-month pilot program in six

cities, including Chicago.

Patricia Lara Garza, senior manager of Kraft global corporate contributions, said there are five local sites currently implementing the program: Family Focus in the West Town area; Gads Hill Center in Pilsen; Metropolitan Family Services; the YMCA of Metropolitan Chicago; and Casa Central.

The eight-week program incorporates relatively simple steps, like going for a walk in the park instead of watching

television.

Kraft expects the program to reach more than 2,500 families by the end of the year.

Kraft has committed \$2 million to Salsa, Sabor y Salud since 2002 under its Kraft Cares corporate giving program.

The money has been used for development, testing and implementation.

Groups can receive up to \$20,000.

More information is at www.kraft.com/salsa.