

Weekly Reader

With the release of the *Dietary Guidelines* and MyPyramid in 2005, GMA has continued to seek opportunities to promote the federal government's nutrition and physical activity guidelines to Americans. On the same day the federal government released its new MyPyramid, GMA announced a partnership with the *Weekly Reader* Corporation to promote the new Food Guidance System through a national education campaign reaching an estimated 4 million teachers, students and their family members. The campaign consisted of a teacher's guide; math, nutrition and science activities; and a bilingual parent take-home component in English and Spanish. More than 58,000 posters were distributed to *Weekly Reader* teacher subscribers in fall 2005, coinciding with the start of the school year. Industry funding has helped the *Weekly Reader* MyPyramid curriculum reach underserved populations. A Spanish translation of the curriculum, paired with the English language materials, has been distributed free of charge to schools with high-Hispanic populations. Through a partnership with America's Second Harvest—The Nation's Food Bank Network, the MyPyramid curriculum has been distributed in 1,300 Kids Cafes, after-school programs that serve free, hot, nutritious meals to hungry children in a safe environment. Kids Cafes combine meals with other activities, including nutrition education, cooking and tutoring.

In 2006, GMA funded reprints of the *Weekly Reader* materials for incoming fourth graders for the 2006–2007 school year, including targeted Spanish versions.

http://www.gmabrands.com/docs/2006/WeeklyReader_Worksheets.pdf

http://www.gmabrands.com/docs/2006/WeeklyReader_front.pdf