

Wholly Guacamole® and Austin Andrews of The Biggest Loser® Kick Off the Check Your Choice™ Tour

Partner with Produce Leaders to Educate Children and Local Communities on Smart Choices for Healthy Eating

FORT WORTH, Texas, Sept. 16, 2011 /PRNewswire/ -- In honor of National Guacamole Day, Wholly Guacamole, the number-one guacamole according to Nielsen, will launch its Check Your Choice Tour today in New York City. Teaming up with Austin Andrews, recent finalist from NBC's The Biggest Loser, the Check Your Choice tour will visit schools to educate children about the small choices that make a big difference for healthy living.

With a national epidemic growing around overweight and inactive children, Wholly Guacamole has set out to become a part of the solution. The Check Your Choice tour spotlights the produce section in grocery stores and will educate Americans on fun and easy ways to put more produce on their plates. The tour includes produce super-star brands such as Mann Packing, Nature Sweet® and Produce for Kids®, a non-profit dedicated to educating families on the benefits of healthy eating and supporting worthy causes for children.

To kick-off the program, Andrews and team will be traveling in the Guac-mobile on an avocado-filled adventure down the East Coast to visit third, fourth and fifth graders at elementary schools along the way. Andrews will share his own inspirational story and the Check Your Choice team will engage and entertain students with fun and interesting facts about nutrition and exercise in a 60 minute interactive assembly. Andrews will bring the audience to their feet and end the assembly with an acoustical performance of his own Check Your Choice Rock-n-Roll anthem.

"Leading a healthy lifestyle is all about making smart choices. It is not about dieting or not eating a cheeseburger ever again. Together with Wholly Guacamole, we want to spread the message that all those little everyday choices really add up to something big," said Andrews. "The Check Your Choice Tour is about educating and entertaining children and their families that healthy foods can be fun and delicious. We hope to have a blast and inspire the start of some healthier lifestyles along the way."

"The truth is the produce section is the unsung hero of the grocery store," said Tracey Altman, Vice President, Marketing, Wholly Guacamole. "Everything it stocks is good for your body. We want to support families with knowledge so they can start developing good habits for a lifetime. This is a win-win for everyone."

The Check Your Choice Tour will make stops at schools and other community gathering places in New York, NY, Baltimore, MD, Sterling, VA, Richmond, VA, Smithfield, NC and Charleston, SC with this first leg of the tour finishing up in Atlanta, GA on September 24. For more details on the Check Your Choice Tour and to find out where the Guac-mobile will be stopping along the way, visit www.checkyourchoicetour.com.

About the Check Your Choice Tour

The Check Your Choice Tour visits schools across the country to educate children about the small choices that make a big difference for healthy living. Its mission is to make it easier for families to incorporate healthy food choices into their daily lifestyle through providing simple and affordable recipe ideas and everyday solutions for preparing meals and snacks that include produce as a key ingredient.

About Wholly Guacamole

Wholly Guacamole is a brand of Texas-based Fresherized Foods, a global leader in food safety, quality and flavor innovation. The Fresherized™ HPP process ensures that the all-natural ingredients safely packed into each bag retain their authentic "made-from-scratch" flavor. For more information, visit www.eatwholly.com.

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