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Carnival Supermarkets Promote Healthy Eating with 10 Cent Fruit and Vegetable Sale, October 1-2

The San Diego County Childhood Obesity Initiative Teams with San Diego County Grocery Stores, Encourage Shoppers to Stock Up on Fresh, Healthy Options

SAN DIEGO (Sept. 26, 2016) – As summer comes to an end and normal school and work routines ramp back up, **Carnival Supermarkets** in San Diego County are encouraging shoppers to get their nutrition routines back on track too by holding a 10 Cent Fruit and Vegetable Sale at its three locations, Saturday, Oct. 1 through Sunday, Oct. 2. Carnival Supermarkets have partnered with **The San Diego County Childhood Obesity Initiative’s REACH Chula Vista** to promote healthy eating.

Located on Ashford Street in [San Diego](#) and 8th Street in [National City](#), a third location of the family-owned chain was recently opened in [Chula Vista](#).

Fruits and vegetables featured in the sale include gala apples, bananas, plums, Valencia oranges, cactus, pears, limes, chayote squash, Anaheim peppers, Persian cucumbers, Italian squash, Mexican squash and bags of carrots.

“Our family has been in the grocery business for more than 20 years, and we’ve grown close to our customers and the community. We care deeply about their health and wellbeing,” said Sayfe Salem, Carnival Supermarkets spokesperson. “Our 10 cent sale is a fantastic deal meant to promote healthy eating, and get families thinking about how fruits and vegetables can be incorporated into every meal.”

[REACH Chula Vista](#), which emphasizes good nutrition and physical activity, will have materials available at all three Carnival Supermarkets locations. Shoppers can learn more about nutrition and get tips on preparing healthy meals for at home or on the go at school and work.

According to the U.S. Centers for Disease Control and Prevention, about 33 percent of adults in San Diego County are overweight and 26 percent are obese. Further, nearly 30 percent of county children in grades five, seven and nine are overweight or obese. In the U.S., obesity rates have more than doubled among younger children, and quadrupled among adolescents during the past 30 years.

“There’s a lot of factors that contribute to obesity, but everyone should recall the importance of eating five or more serving of fruits and vegetables per day,” said Stan Miller, REACH Chula Vista senior director. “Carnival Supermarkets’ promotion is a great time to stock up and get more information about healthy habits San Diegans can incorporate into their every day lives.”

Carnival Supermarkets are located at:

- 870 3rd Ave., Chula Vista, CA 91911
- 1750 E 8th St., National City, CA 91951
- 3560 Ashford St., San Diego, CA 92111

For more information about Carnival Supermarket, visit <http://carnivalmarket.com>. For more information about The San Diego County Childhood Obesity Initiative, visit www.OurCommunityOurKids.org.

About Carnival Supermarket

Founded in 2003, Carnival Supermarket is a family-owned chain of grocery stores located throughout San Diego County. Committed to providing top-notch customer service, the stores offer quality items and groceries including a variety of meat and seafood offerings, such as chicken, prime rib, ground beef and salmon, in addition to fresh produce, baked

goods and more. The stores also feature food courts with options ranging from sushi to Mexican, Mediterranean and Chinese.

Carnival Supermarkets are located in San Diego, National City and now Chula Vista. For more information, visit <http://carnivalmarket.com>.

About The San Diego County Childhood Obesity Initiative

The San Diego County Childhood Obesity Initiative (COI) is a public/private partnership whose mission is to reduce and prevent childhood obesity in San Diego County by creating healthy environments for all children and families through advocacy, education, policy development and environmental change. The COI is facilitated by Community Health Improvement Partners. COI's Racial and Ethnic Approaches to Community Health (REACH) Chula Vista project is part of a U.S Department of Health and Human Services initiative to support public health efforts to reduce chronic diseases, promote healthier lifestyles, reduce health disparities and control healthcare spending. The Centers for Disease Control and Prevention (CDC) administers the grants. To learn more about COI, visit www.OurCommunityOurKids.org.

About Community Health Improvement Partners (CHIP)

The Community Health Improvement Partners (CHIP) is a collaboration of San Diego healthcare systems, hospitals, community clinics, insurers, physicians, universities, community based organizations and the County of San Diego who are dedicated to a common vision. The mission of CHIP is to assess and address priority health needs through collaboration. To learn more about CHIP, visit www.sdchip.org.

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