



For Immediate Release

Contact: Susan Sternitzke 928-246-9255 (cell), email susan@limelightcreativegroup.com

Kristan Sheppard 928-246-9108 (cell), email kristan@limelightcreativegroup.com

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Local high school student draws attention

YUMA, ARIZONA- When you think of cartoons and high school freshmen boys, you might visualize them watching television or reading a favorite comic book. But, one local boy likes to be on the other end of the pen and has put his creative energy into helping to combat a national epidemic, childhood obesity.

Nathan Reichman is the son of John and Monica Reichman and a student at Cibola High School in Yuma. His passion for illustrations started when he was a young boy and he would spend hours drawing and doodling. Now that doodling is helping kids learn about fruits and vegetables and eating healthy.

Nathan's drawings have been used in a local elementary school-based program that is designed to encourage kids to eat healthy. The POWER PLAY'te is a paper plate that is being used in all of Yuma's elementary school cafeterias once per week. The PLAY'te resembles the USDA Choose My Plate icon and encourages kids to fill their Play'te with fresh fruits, vegetables and other healthy choices.

The program also includes a curriculum that teachers share with their students. Each week a different "crop of the week" is highlighted by the administration, teachers and cafeteria team. This is where Nathan came in. Co-creator of the program, Kristan Sheppard with Limelight Creative Group, approached Nathan and requested that he consider tackling the "crop of the week" sheets. Each sheet features a different illustrated vegetable or fruit in an action or interesting pose. The sheet also includes a nutrition fact and recipe about that particular crop. Nathan put his creative cap on and started with his favorite, the jalapeno, and created 26 different sheets.

Students are provided the "crop of the week" sheet to take home with them and they can also be downloaded at www.powerplayte.com. It also doubles as a coloring and activity page that students can share with family members. The main goal of the sheets is for students to use the recipes on the sheets and eat healthy at home.

When asked about the experience and what it meant to him to work on this project, Nathan said, "My parents work in the agriculture industry so I know it's important for our community if kids learn about where their food comes from. I'm glad I could help." Nathan's parents own Reichman Ag, a local chemical company.

Nathan plans to continue to explore art as a career. "Hopefully this was a stepping stone for him and he will continue to be interested in art," said his dad John Reichman.

For media interviews or photos contact Limelight Creative Group at 928-276-3048.

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