



Media Announcement

2011

For Immediate Release

September 27, 2011

Generation XL: Eating Healthy on ANY Budget

Thursday, September 29, 2011, 8pm

KCPT and Blue Cross and Blue Shield of Kansas City present a special episode for *budget conscious grocery shoppers*.

As part of its series, "Generation XL," KCPT will air a special program "Eating Healthy on ANY Budget," Thursday, September 29 at 8pm.

Most people, even those with sufficient income, would like to be able to save money at the grocery store. A family of three with a budget of \$40 per person per week will spend over \$6000 a year on food. If they're not thrifty, they could almost double those costs.

KCPT performs a grocery store cart makeover, challenging an average family to come in under budget for a week of groceries. Our experts, Hy-Vee Dietician Sue Kidd and Nutra-Net Executive Director Lisa Medrow, LD, RD; guide our shopper and viewers with sure fire tips and budget busters to avoid. An online guide, in English and Spanish, accompanies the program to ensure that families won't blow their paycheck while providing healthy meals for themselves and their families.

"Eating Healthy on ANY Budget" is based on the concepts taught in a curriculum called *Casey Feeds Her Family* (www.GetAHealthyGrip.org), created by Maria L. Boudreaux and Associates and in association with Nutra-Net (www.nutra-net.org), a non-profit that delivers nutrition education messages to kids and families.

Generation XL is generously funded by a grant from Blue Cross and Blue Shield of Kansas City.

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KCPT is a nonprofit, community-owned television station serving the greater Kansas City area that provides programming and services—on air and off—that entertain, educate and enrich the community. For more information about KCPT's programs and services, or to become a member and support public television in Kansas City, please go to www.KCPT.org.