

## New fruit, vegetable marketing campaign launched in Fresno

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Visitors enjoy healthy snacks Friday at Club FNV. A new marketing campaign created to encourage people to eat more fruits and vegetables was launched in downtown Fresno Friday afternoon.

In the shadow of the Old Fresno Water Tower, representatives from Partnership for a Healthier America set up Club FNV, which they described as “an ultra-hip pop-up lounge” featuring free fruit- and veggie-based drinks and snacks.

During the Friday lunch hour, dozens of people visited the lounge, munching on skewers of fresh fruit and vegetables and sipping fresh-made smoothies.

Larry Soler, CEO of Partnership for a Healthier America, said the branding tactics of successful corporate giants inspired his organization’s Club FNV (fruits ‘n vegetables) campaign.

“This is a new, hip and cool way of thinking and talking about how people connect with fruits and vegetables,” Soler said. “We want to market fruit and vegetables the way Apple markets computers and Starbucks sells coffee.”

More than 30 celebrities and athletes have signed on to help promote the new campaign, including NFL quarterbacks Colin Kaepernick and Cam Newton and actress Jessica Alba, who were all represented by life-size cardboard cutouts at Friday’s event.

“We thought Fresno would be the ideal place to launch our national campaign,” Soler said. “We’ll be doing lots of billboards and television and print advertising. Club FNV is going to be very visible over the next 12 months.”

Partnership for a Healthier America is based in Washington, D.C. and was created in 2010 in conjunction with First Lady Michelle Obama's 'Let's Move' effort to combat childhood obesity.

The organization plans to host similar, pop-up lounge events this weekend including one on Friday night from 5:30 to 7:30 p.m. at Chukchansi Park and on Saturday from 5 to 7 p.m. at downtown's Chicano Family Festival, to be held at 1630 Van Ness Ave., and Sunday at the Fresno Chaffee Zoo from 2:30 to 5 p.m.

All of the events are free and open to the public.

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