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# Ag-UPDATE

The Florida Department of Agriculture and Consumer Services (FDACS) has teamed up with the National Football League (NFL) and a coalition of South Florida organizations to promote healthy nutrition and exercise through the **Super Bowl XLI Kickoff to Better Health** initiative. This initiative is the latest in FDACS ongoing campaign to raise public awareness about the importance of proper nutrition and healthy lifestyle.

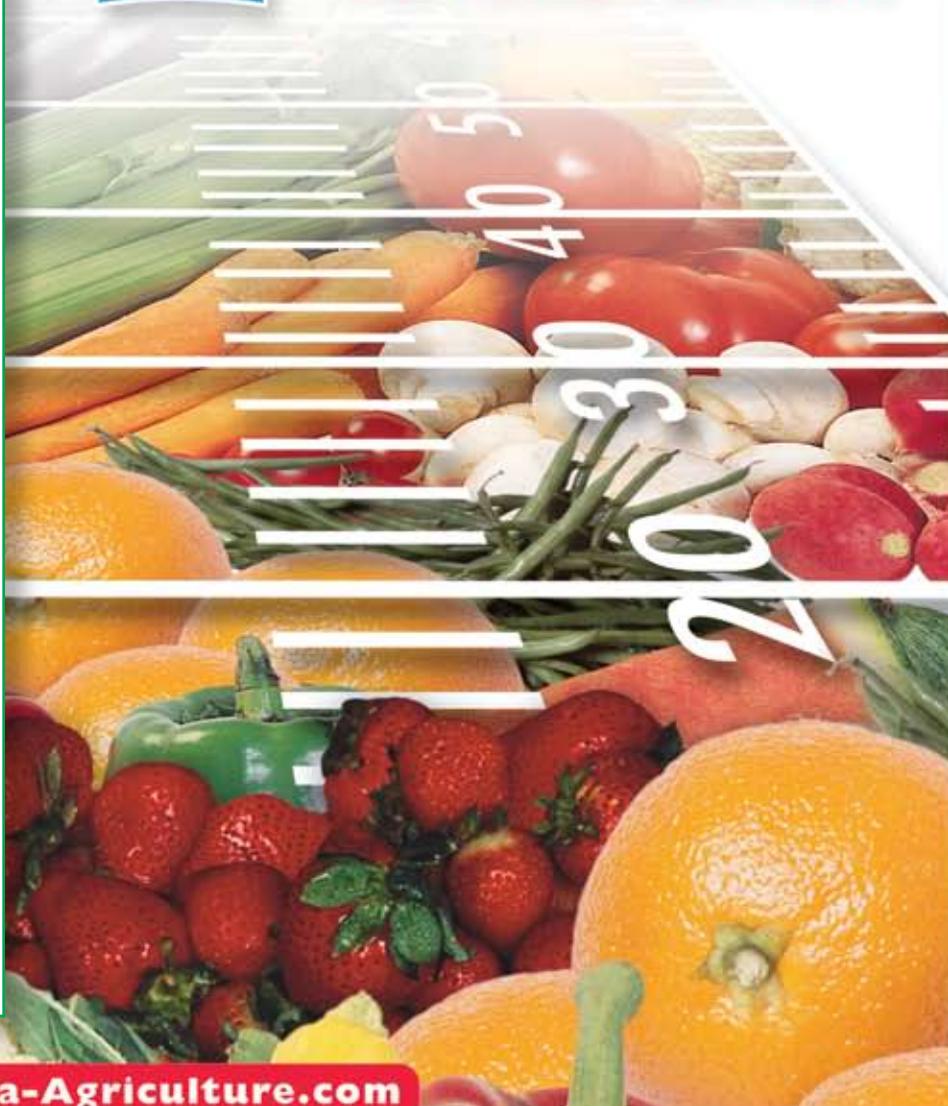
Each year the NFL identifies leading community organizations to team with as part of the Super Bowl multicultural outreach initiative. These Super Bowl programs focus on the education, advancement and leadership of both racial and gender minorities in the host city.

The **Super Bowl XLI Kickoff to Better Health** initiative includes four city-wide projects and scores of smaller, neighborhood targeted programs that provide South Florida residents with opportunities to participate in a variety of events and health screening activities, learn new and easy ways for families to stay healthy, and get inspired to kick off a new healthy lifestyle that includes healthy foods and physical activity.

For more information about **Super Bowl XLI Kickoff to Better Health** contact Yolanda Roundtree at **(850) 413-7961** or visit [www.KickoffToBetterHealth.com](http://www.KickoffToBetterHealth.com)



**Kickoff**  
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FITNESS • NUTRITION • HEALTHY LIFESTYLE



[www.Florida-Agriculture.com](http://www.Florida-Agriculture.com)

## Dear Florida Agribusiness Leader:

The Florida Agricultural Promotional Campaign (FAPC), also known as "Fresh from Florida," promotes more than 280 agricultural commodities grown in the Sunshine State. The "Super Bowl XLI Kickoff to Better Health" is the latest in our Department's ongoing campaign to raise public awareness about the importance of proper nutrition and healthy lifestyles. The excitement generated by South Florida's hosting of the Super Bowl is a great opportunity to help spread this message to segments of the population that are affected by health related problems. I urge you to join this campaign; it is good for business and it is good for Florida agriculture. For more information, call (850)488-9948, visit [www.Florida-Agriculture.com](http://www.Florida-Agriculture.com), email [roundty@doacs.state.fl.us](mailto:roundty@doacs.state.fl.us), or write to FDACS, 407 S. Calhoun Street, Mayo Building Room 420, Tallahassee, Florida 32399-0800.

Sincerely,

*Charles H. Bronson*

Charles H. Bronson, Commissioner of Agriculture

