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## THE EAT MORE WATERMELON! JUMP WITH JILL LIVE TOUR KICKS OFF NATIONAL NUTRITION MONTH

### Rock 'n roll nutrition show brought to you by watermelon

New York, March 1, 2011-- In celebration of March as National Nutrition Month and the beginning of the watermelon growing season, the country's only rock 'n roll nutrition show *Jump with Jill* will kick off the official *Eat More Watermelon! Jump with Jill Live Tour* throughout schools nationwide. From California to New Jersey, and Nebraska to Texas, the tour will run from March through September 2011 and is expected to reach over 30,000 kids. The show's educational, movement-inducing tunes are an innovative way to teach kids the benefits of enjoying fruit like watermelon over soda or candy.

"Watermelon is naturally sweet and is like eating a multi-vitamin; it's high in lycopene, Vitamin C, A, and B6," says show creator Jill Jayne, a **registered dietitian** and musician. "It's nutritious, and delicious, and fun to eat. There is no food I'd rather sing about!"

As spring approaches, the seed for the partnership was planted for the sought after super fruit. At 92% water, the so-named watermelon is another source of hydration as kids return to playing outside. With pink and green neon nutrition straight out of a *Jump with Jill* costume, watermelon is finally the fruit that can hang with the Rockstar Nutritionist.

Better known as the Rockstar Nutritionist, Jayne has created a reputation of healthy rock since 2006. Her unique approach to nutrition addresses the childhood obesity crisis in a way that today's media-savvy kids can digest. Using music, dance, and interactive learning, the show improves retention of healthy habits by using the same tools used by mass media marketers to sell junk food. Jill's work has been performed for over 100,000 kids across the United States and has been featured in national media outlets including NPR, PBS, The Washington Post, and industry trade publications.



### About Jill Jayne

Jill Jayne, MS, RD, is the country's only Rockstar Nutritionist. Jill is the leading expert at creating and delivering interactive media about health for kids and families. She is an agent for social change around childhood obesity prevention and treatment, creating acclaimed live performances, original music and tools for educators that make nutrition rock. Jill's knack for rock 'n roll nutrition is the result of being her experience as a musician and training in nutrition. Jill's rock band Sunset West has toured and recorded extensively in the mainstream music scene including The Vans Warped Tour and The Next Great American Band on FOX. In addition to being an accomplished musician, Jill is a registered dietitian with a master's degree in nutrition education from Columbia University and a bachelor's in nutrition and theater from Penn State University. Before becoming a professional Rockstar Nutritionist, Jill was writer, producer and host of the nationally-syndicated, nationally-acclaimed children's nutrition news program What's in the News for PBS and a New York City public school teacher.

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To find out about tour dates or to learn more, visit [www.jumpwithjill.com](http://www.jumpwithjill.com). To schedule an interview with Jill, contact Mark Jayne at 917-497-4248 or [mark@notetohealth.com](mailto:mark@notetohealth.com).