



# Rosemead School District

3907 Rosemead Blvd.  
Rosemead, CA 91770  
[www.rosemead.k12.ca.us](http://www.rosemead.k12.ca.us)

Contact: Cynthia Bracamonte  
Exec. Asst. to the Superintendent  
[cbracamonte@rosemead.k12.ca.us](mailto:cbracamonte@rosemead.k12.ca.us)  
Tel 626.312.2900 x212  
Fax 626.307.6148

## News Release

FOR IMMEDIATE RELEASE: MARCH 6, 2015

### Rosemead SD Announces Receipt of a New Salad Bar, Fundraising by Ron Cramer, Cyclist in the *Tour de Fresh*, Who Raised \$4,233 for the Rosemead School District

**Rosemead, CA, March 6, 2015:** On March 5, 2015, the Rosemead School District Board of Trustees and Administration recognized Mr. Ron Cramer, Cyclist in the *Tour de Fresh* who raised \$4,233 to donate a new salad bar for the District in partnership with Sakata Seed America, Inc. This charity cycling event raises money for new salad bars in schools. The cost of each new salad bar is approximately \$3,000.



*Pictured (left to right): Mrs. Krista Dixon, Director of Nutrition Services and Wellness and Mr. Ron Cramer, Cyclist in the Tour de Fresh*

*The District also presented a plaque to Sakata Seed America, Inc. in recognition of their partnership and support.*

Most people have heard of the *Tour de France* bicycle race, but late February, the students at Emma W. Shuey Elementary School learned about the *Tour de Fresh*. This charity cycling event is coordinated by the fresh produce industry and benefits the *Let's Move Salad Bars 2 Schools (LMSB2S)* initiative, a program that provides salad bars to schools throughout the United States. In March of 2014, the Rosemead School District Nutrition Services Department applied to receive four (4) new salad bars through the LMSB2S grant, and has been honored to receive one-fully funded salad bar which is now in use at Mildred B. Janson Elementary School.

Late last year, the Nutrition Services Department was notified that Ron Cramer, a *Tour de Fresh* cyclist, had selected the Rosemead School District to raise funds for another new salad bar. On October 16, 2014, Ron completed the four-day, 275-mile ride along the coast of California (from Carmel to Anaheim) and, with the help from his ride sponsor, Sakata Seed America, Inc., successfully raised \$4,233 for a new salad bar. Ron, an avid

**Rosemead SD Announces Receipt of a New Salad Bar,  
Fundraising by Ron Cramer, Cyclist in the *Tour de Fresh*, Who Raised  
\$4,233 for the Rosemead School District**

cyclist for 25 years, selected to raise funds for the Rosemead School District because he wanted to support a school close enough to his home in Fallbrook so he could visit the school and see the salad bar in action. Although the *Tour de Fresh* race wasn't his longest ride, he enjoyed the thrill of the first day from Carmel to San Simeon State Park, a brutal 100-mile ride with an over 9,000 feet elevation gain, which rewarded him with a breath-taking view of the Coast of California.

Ron also enjoyed knowing that he was contributing to such a worthwhile cause by raising money for a school salad bar. "It is so important that we show school children AND adults that enjoying more fresh fruits & vegetables is not a sacrifice we make to be more healthy but that with good access to a broad selection coupled with creative preparation they are as delicious or more than less healthy choices," said Cramer. When asked about his favorite salad bar offerings, he stated that he loves so many fruits and vegetables that it is difficult to choose; however, asparagus, carrots, and raspberries are among his favorites.

Salad bars are a great way to introduce students to a wide variety of fruit and vegetable choices, and allow them to make their own choices which improves consumption and reduces waste. When healthy fruits and vegetables are introduced early and are consistently served, children learn to incorporate them into every meal. Dietary guidelines state that in order to build a healthy plate, half of the plate should be to fruits and vegetables, and offering those choices through a salad bar makes it much more appealing for children to try.

On behalf of the Rosemead School District students, parents and staff we thank Ron Cramer, Sakata Seed America, Inc., *Let's Move Salad Bars 2 Schools*, and *Tour de Fresh* for giving students the opportunity to choose healthy fruits and vegetables from their new salad bar every school day.

The *Tour de Fresh* cyclists raised over \$124,303 for United Fresh Start Foundation's *Let's Move Salad Bars 2 Schools* Campaign. There were 41 racers from companies throughout the produce industry biked from Carmel, CA to Fresh Summit in Anaheim, CA to put produce on the map and donate over 40 salad bars to schools across the United States. Amazed by their success from the first year, cyclists are excitedly exploring new ideas for next year and new sponsorship opportunities.

For more information regarding the Rosemead School District Nutrition Services please contact Director of Nutrition Services and Wellness Mrs. Krista Dixon, RD, SNS, at (626) 312-2900 x255 or email [kdixon@rosemead.k12.ca.us](mailto:kdixon@rosemead.k12.ca.us).

To learn more about *Tour de Fresh* please visit their website at [www.tourdefresh.com](http://www.tourdefresh.com) or follow them on Facebook.com/tourdefresh or Instagram.com/tourdefresh.

To learn more about *Sakata Seed America, Inc.* please visit their website at [www.sakata.com](http://www.sakata.com).

To learn more about the *Let's Move Salad Bars 2 Schools* (LMSB2S) initiative please visit their website at [www.saladbars2schools.org](http://www.saladbars2schools.org).

###

The Rosemead School District (RSD) is a Local Education Agency led by Superintendent Dr. Amy Enomoto-Perez. For more information, please visit [www.rosemead.k12.ca.us](http://www.rosemead.k12.ca.us) or contact the Superintendent's office at (626) 312-2900 x212.