

FRY'S FOOD STORES PROVIDES FREE STUDENT FIELD TRIPS

Students to Participate in Fry's Be A Smart Shopper program

Phoenix, AZ - Today, obesity and excess weight continues to threaten the health of one out of three American children. Food companies have taken notice and grocery retailers specifically are leading efforts to educate our consumers.

Fry's Food Stores, owned by Kroger, has joined forces with Field Trip Factory over the years to do their part across Arizona by inviting local classrooms to engage in Fry's *Be A Smart Shopper* program. In this free program, students explore the aisles of Fry's and learn the importance of health and wellness, how to easily plan meals, and how to make good food choices through discussion and sampling.

Be A Smart Shopper is a free program for students in grades pre-K through 6th and the experience has been designed by educators to support state curriculum and be grade appropriate. Each year over 6,000 students across Arizona are participating the program. Local educators are giving it a rating of 4.7 stars (out of 5) and 95% say it is a valuable educational experience and would recommend it!

The *Be A Smart Shopper* program brings learning to life within our community which is key to create student engagement," Field Trip Factory President Etienne Veber said. "Through our longstanding partnership with Fry's we have been able to touch over 100,000 students across Arizona to deliver positive change in the behaviors and attitudes that affect our children's health and well-being."

"Fry's is dedicated to doing our part and finding ways to help educate children about the importance of health and wellness," Pam Giannonatti, Fry's Food Stores Corporate Affairs Manager said. As a way to achieve this goal, we feel it is important to provide free *Be A Smart Shopper* field trips to the students who live in the communities we serve.

Schools, community organizations or groups interested in scheduling a *Be A Smart Shopper* tour should call (800) 987-6409 or visit www.fieldtripfactory.com

About Fry's Food Stores

At Fry's, we are dedicated to our purpose: to Feed the Human Spirit™. Headquartered in Tolleson, we employ more than 20,000 Arizona residents and operate 122 Fry's Food Stores throughout the state. Fry's has been serving Arizonans' with fresh food at famous low prices since 1960. As a division of the Kroger Co., we care about the communities we serve. If you would like to learn more, visit <https://www.thekrogerco.com/community/>.

About Field Trip Factory

As leaders in experience-based education, Field Trip Factory™ brings important lessons to life for students of all ages. Over the last 20 years, its programs have touched more than 10 million lives across the US and Canada. All Field Trip Factory™ programs are grade/age appropriate and align with national/local learning standards. For more information visit us at www.fieldtripfactory.com