

## Natick Mom Launches Raise Your Rainbow® to Promote Healthy Eating for Children

Natick Mom Tracy Sivak wins the classic dinnertime battle by getting kids to "eat their veggies."

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Tracy Sivak, Managing Member of Fresh Play LLC, launches Raise Your Rainbow®, a healthy eating game for children ages 3 to 12. Raise Your Rainbow® challenges kids to eat 5-9 servings of colorful fruits and vegetables each day.

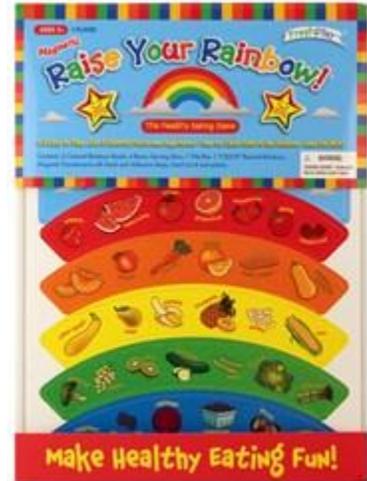
Raise Your Rainbow® is an interactive game that teaches children how to make healthy food choices. Players use the colorful rainbow band magnets to keep track of the fruits and vegetables they eat throughout the day - when all 5 bands have been raised to form a complete rainbow, they win the game. Raise Your Rainbow® is intended to be played directly on the refrigerator or with the included magnetic gameboard.

Sivak created this game out of concern that her children weren't eating enough fruits and vegetables and now hopes the game will benefit others as well. According to Sivak, "Raise Your Rainbow® was an instant success in our house, soon my daughters were asking me for fruits and vegetables for snacks, and at dinner they filled their plate with a rainbow of vegetables in order to win the game. We found that eating by color is a very fun and effective way to remember to eat fruits and vegetables every day."

The Center for Disease Control and Prevention reports that more than one-third of all U.S. children are overweight or obese. Raise Your Rainbow® is Sivak's contribution to the fight against childhood obesity. "Motivating children to eat more fruits and vegetables and establishing these healthy eating habits early in life is key to a lifetime of good health," Sivak says, adding, "Kids love a challenge so why not turn healthy eating into a game."

The game is now available for purchase at Little Bits Toys, Natick, MA or online at Amazon.com and <http://www.raiseyourrainbow.com/content/purchase> For further information about Raise Your Rainbow®, visit <http://www.raiseyourrainbow.com>

If you'd like more information about this topic or to schedule an interview with Tracy Sivak, please contact Tom Sivak at (508) 433-0135 or [info@raiseyourrainbow.com](mailto:info@raiseyourrainbow.com)



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