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Moms prove motherhood the ultimate mar event

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conceived by the Wheat Foods Council with support from seeMOMMY, mission is to elevate the importance of healthy eating and fitness throu

"This free event is for moms everywhere and it celebrates their inner at Marcia Scheideman M.S., R.D., president of the Wheat Foods Council. with this event educate moms about applying good nutrition and exerci overall health."

SeeMOMMYrun, an organization that enables moms to join or begin w made this event possible on a national scale. "In addition to running an support networks that provide encouragement and motivation as they s Andrea Vincent, founder of seeMOMMYrun and mother of two. "My org together to get fit, so we are proud to partner with the Wheat Foods Co program."



To participate in the event, moms should register at the Wheat Foods C they can access nutrition and fitness training materials. The site works locate or begin a running/walking group in their area. Participants use s their run/walk at a place and time convenient for them on the day of the them following registration, to track their steps during the event. They tl at www.wheatfoods.org, by midnight on the day of the run/walk. The to submitted for world record consideration in the new category of "most s

"Mom, the Everyday Athlete" nutrition and fitness materials, created by trainers, enable moms to prepare for the event and maximize their over are available at www.wheatfoods.org, including customized nutrition inf (pregnant mom, mom with young children and empty nester mom), with Moms will also find tips for fueling up with carbohydrate-rich snacks an body for an exercise session. Whole and enriched grain foods are a pr preferred source of energy, and contain B vitamins, which help the bod



Moms can determine their current level of daily activity with a simple quiz to reach their ideal level. A downloadable step tracker enables moms to track on a daily basis.

The total number of steps taken during the “Mom, the Everyday Athlete” event was 10,000,000 on Sunday, May 20, the day following the event.

For more information: <http://www.wheatfoods.org/Athlete-10/Index.htm>

Kansas Wheat Commission - Kansas Grown, Kansas Good. Kansas Wheat is Good.

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