



Media Advisory No.: 5158.11

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FRIDAY 3:15 PM – Secretary Salazar, Secretary Vilsack, Surgeon General Benjamin, Chef Sam Kass, Chef Pepín and Chef Valladolid to Unveil *MiPlato*, Simple Tips for Hispanic Community to Stay Healthy, Active and Fit as Part of Hispanic Heritage Month Celebration

WASHINGTON – On Friday September 30th, Secretary of the Interior Ken Salazar, Secretary of Agriculture Tom Vilsack, Surgeon General Regina Benjamin, and White House Chef Sam Kass will be joined by celebrity Hispanic chefs, Chef Pepín and Chef Marcela Valladolid to unveil simple tips to stay healthy active and fit. The announcement is part of the Obama Administration’s celebration of Hispanic Heritage Month, which this year carries the theme “Renewing the American Dream,” and this week focuses on the community’s well-being. The tips are part of a multi-year effort to raise awareness and educate consumers of every age on the importance of healthier eating and physical activity.

Vilsack and Benjamin will highlight the federal government's new food icon, *MiPlato*, that will help serve as a reminder to help Hispanic consumers make healthier food choices. Earlier this year, USDA unveiled *MyPlate* as a new generation icon with the intent to prompt consumers to think about building a healthy plate at meal times and to seek more information to help them do that by going to www.ChooseMyPlate.gov. The new *MiPlato* and *MyPlate* icons emphasize the fruit, vegetable, grains, protein and dairy food groups.

Who: Secretary of the Interior Ken Salazar
Secretary of Agriculture Tom Vilsack
Surgeon General Regina Benjamin
White House Chef Sam Kass
Chef Pepín
Chef Marcela Valladolid

What: Unveiling of Simple Tips for Hispanic Community to Stay Healthy

When: Friday, September 30, 2011, 3:15 PM ET

Where: Eisenhower Executive Office Building (Enter through North West Gate of the White House)

RSVP: Space is limited, so media interested in covering this event should RSVP no later than Thursday, September 29th 2011 at 8pm to media_affairs@who.eop.gov. If you are not a White House hard pass holder, you will also need to include your full name, date of birth, social security number, gender, country of citizenship, country of birth, and city/state of residence for clearance. Further instructions will be sent upon confirmation.

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