



FOR IMMEDIATE RELEASE
May 5, 2010

CONTACT: Chuck Fuqua / David Fikes
(703) 821-0770

American Frozen Food Institute Endorses “Healthy CHOICES Act”

McLean, VA – [American Frozen Food Institute](http://www.affi.com) (AFFI) President and CEO Kraig R. Naasz today announced AFFI’s endorsement of the *Healthy Communities through Helping to Offer Incentives and Choices to Everyone in Society (CHOICES) Act*.

“As a provider of healthy and nutritious foods to American families, the frozen food industry supports the objectives of the Healthy CHOICES Act,” said Naasz.

“Promoting healthy lifestyles through improved access to healthy foods and nutrition information, and providing increased opportunities for physical activity will help us move toward a healthier America. Frozen foods serve a vital role in that movement.”

The “Healthy CHOICES Act” is being introduced in the House of Representatives today by Rep. Ron Kind (D-Wis.). The legislation reflects the collaborative work of the food industry, health and wellness organizations and the medical community.

###

The American Frozen Food Institute is the national trade association promoting and representing the interests of all segments of the frozen food industry. AFFI works to foster industry development and growth, and advocates before legislative and regulatory entities on the industry’s behalf. For more information, please visit www.affi.com.