

Kids Revolt Against the Fast Food Nation with Launch of 'Jr. Chefs of America'

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Kids Food Network Provides Creative and Fresh Alternative to the Fast Food Industry

The revolution has begun, as JAG Entertainment, a leading production powerhouse and aggregator of original programming, announced today the launch of the new web based kids cooking program Jr. Chefs of America. The new show for kids, hosted by kids, is moving the parents out of the kitchen and promoting young kids cooking fresh home cooked meals for themselves. By removing the stigma that kids cannot be trusted in the kitchen, the program hopes to inspire a new generation of smart eaters.

As the percentage of childhood obesity is increasing at an alarming rate where one out of three kids is considered overweight, Jr. Chefs of America (JCOA) plans to educate and present an innovative substitute to the fast food nation that is largely responsible for the rising epidemic. But smarter decisions do not mean sacrificing great taste. Each episode promises to teach kids how to properly and safely prepare quick and delicious recipes ranging from "Kickin' Chicken," "Veggie Wraps" and "Party Pizza".

"There are so many reasons why it is time for kids to have their own cooking platform, the biggest being that kids need to learn proper cooking and eating habits at an early age," explains Michelle Green, creator and producer of Jr. Chefs of America. "My sons have been cooking with me since the age of five and have NEVER asked to go to McDonalds because they understand the poor nutritional choices available on the menu."

Celebrity and JCOA consulting nutritionist, David Allen explains the importance of early introductions to the kitchen.

"Parents often underestimate their kids(s) learning capabilities in regards to the kitchen," states David Allen. "Proper education of foods at an early age means better eating habits and even decision making in adulthood."

JCOA opens a line of communication between child and adult that has been lost in today's household. The series believes that it will not only spark child and adult interest in the culinary arts but more importantly empower kids today for better choices tomorrow.

ABOUT JR. CHEFS OF AMERICA

Jr. Chefs of America (JCOA) is a web based kids cooking program, created for kids, hosted by kids. With the philosophy of empowering kids today for better choices tomorrow, JCOA uses creative and fresh cooking elements and recipes to introduce kids to the world of culinary arts. Emphasizing safety first, JCOA hopes to eliminate parental fears in regards to their kids in the kitchen.

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