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The Oaks Theater Rolls Out the Red Carpet for Healthy Eating at the *Jump with Jill* Film Festival

On Saturday, June 2nd, the Jump with Jill Film Festival rocked Pittsburgh families at the landmark Oaks Theater. Guests enjoyed free healthy concession stand snacks, danced in the aisles as the interactive films aired, and cast and crew signed

autographs for their fans on the red carpet and posted for the paparazzi with Watermelon Man, JSlice. Event producer Jill Jayne, MS, RD performed several songs live, joined by her back up dancers from Riverview High School.

Jump with Jill is a school assembly that travels the country transforming nutrition education into a rock 'n roll nutrition concert. With original music, movement-based learning, and a compelling character, Jump with Jill uses the same tools normally used to sell junk food and keep kids sedentary into a powerful tool for teaching healthy habits. The interactive experience not only makes eating breakfast and drinking water cool, but helps increase retention of these important health messages. Jump with Jill has been performed for over 170,000 kids across the United States and Europe and has been featured on Nickelodeon, Sprout PBS, NPR, and Pittsburgh's KDKA.

Over the past year, Jump with Jill underwent development to grow from the wildly popular live show into the more permanent medium of video. On Saturday, June 2, 2012, the new danceable music video series and the kids' cooking video series called Rock Your Taste Buds made their world premiere in Film Festival form at the Oaks Theater. The videos star an all-Pittsburgh cast, featuring students from Butler, Riverview, Moon, Deer Lakes, Highlands, and Springdale School Districts. The crew includes Pittsburgh-based A Part of the Plan Productions and New York City-based Terry Golob.

After the Film Festival, the cast and crew enjoyed a prix fixe Jump with Jill-themed meal at 314 Pasta & Prime, the restaurant next door to the Oaks Theater. Yes, children and adults alike tasted new healthy foods after seeing entertaining videos about these same healthy foods. This is science, people.

