



## FOR IMMEDIATE RELEASE

### Florida Department of Citrus Set to Zest the Toronto Baby Time Show

Samples of sweet Florida Ruby Red Grapefruit certain to appeal to parents and children of all ages

**TORONTO, ON** – (April 3, 2009) – The Florida Department of Citrus (FDOC) is helping to bring a little more sunshine to Toronto with their first ever participation at the Baby Time Show running from April 3-5 at the International Centre. Florida Ruby Red Grapefruit is one of the most popular varieties of grapefruit and will be the main attraction at booth 464 where show attendees can enjoy a complimentary wedge while learning about this citrus fruit's many health and nutritional benefits.

"Florida Grapefruit are fat-free, cholesterol-free and contain many essential vitamins and nutrients like vitamin C, calcium, folate and potassium, that both parents and their children need to be able to establish and maintain a healthy and active lifestyle," says Nancy Brown, International Marketing Manager for the Florida Department of Citrus.

The FDOC's participation at the Baby Time Show will also include SCHOOL executive chef Brad Moore who will conduct a cooking demonstration each day between 3 p.m. and 4 p.m. that showcases quick and nutritious Florida grapefruit recipes that will surely become a hit with parents and children alike.

Registered Dietitian Lydia Knorr will also be at the FDOC booth to share grapefruit-related nutritional information and answer any questions with regards to the health benefits of this fruit. Lydia will be available at the Baby Time Show from 1 p.m. - 5 p.m. each day.

For more information on Florida grapefruit, grapefruit juice and orange juice please visit [www.floridacitrus.ca](http://www.floridacitrus.ca).

For more information on the Spring Baby Time Show, please visit [www.babytimeshows.ca](http://www.babytimeshows.ca).

#### **About the Florida Department of Citrus (FDOC)**

The Florida Department of Citrus (FDOC) is an executive agency of the Florida government charged with the marketing, research and regulation of the Florida citrus industry. Its activities are funded by a tax paid by growers on each box of citrus that moves through commercial channels. The industry employs approximately 76,000 people, provides a \$9.3 billion annual economic impact to the state, and contributes hundreds of millions of dollars in tax revenues that help support Florida's schools, roads and health care services.

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