

## **Celebrity & Healthy Eating Advocate Kelly Le Brock Creates 100 Million Impressions**

*In Partnership For Healthier America's Twitter Chat Panel of Experts for Social Media Discussion on #CookAtHome Included @PHAnews, @FoodNetwork, @NoKidHungry, @DelMonteFresh, @foodtweeks.*

**STAMFORD, Conn. - Aug. 27, 2014 - [PRLog](#) -- Celebrity spokesperson @KellyLeBrock launches @AtKellysKitchen**

Kelly Le Brock, celebrated actress and model, participated in and amplified the results of the Partnership for a Healthier America's Twitter Chat on Thursday July 31st, 2014 resulting in over 100 million impressions between all participants. Kelly and the Food Network were the most retweeted #cookathome activist 6 days after the chat which had over 175 contributors.

The chat was organized by with the aim of creating healthy options for families cooking at home, suggesting how to shop on a budget and opening a conversation between respected panelists on all sides of the food, nutrition and hunger fields. Healthy food enthusiasts can review the conversation using the #cookathome hashtag or learn more at Let's Move! (<http://www.letsmove.gov/blog/2014/08/01/cookathome-tips-c...>)

Kelly is on the circuit bringing attention to hunger in America. With September being "National Hunger Action Month," a month that is important for the free mobile app, foodtweeks™, Kelly will be doing Public Service Announcements and celebrity campaigns for many of the food banks across the country that are partnered with foodtweeks™. Her new role as a health activist has lead her to a partnership with the mobile app.

From beloved actress and model on a global scale to living off the land, Kelly has transformed her image from starlet to rancher. She hopes with this new perspective she can show a large audience how being mindful of healthy choices has influenced her life and cultivated her love of philanthropy work. Both of these concepts are important to foodtweeks who donates to a nationwide network of food banks. Kelly is making a difference by spreading the word about this easy to use free app, making better choices simpler, and generating donations for food banks.

foodtweeks™ allows users to remove calories in the kitchen, at the grocery store or in restaurants but not in a way that will change the taste or leave users hungry, and foodtweeks™ donates the same number of calories to food banks. This app will aid her plan to roll out a popular next generation multimedia, social media, healthy eating platform called Kelly's Kitchen. Her users will be able to keep her advice mobile using the crowdsourced suggestions available on foodtweeks™.

"foodtweeks™ makes it possible for weight-conscious consumers to serve their communities by feeding the hungry while also cutting calories from their favorite foods in an easy, enjoyable way," said Elisa Shannon, foodtweeks™ Executive Vice President of Partnership Development.

As part of the foodtweeks™ and Kelly's Kitchen association, a special code has been developed by the designers of the app which can triple the donations in calories to food banks each time a user cuts calories and uses a special code. Kelly will also be active on Facebook and Twitter where anyone can double or triple each donation made to a local food bank through foodtweeks™, simply by sharing how many calories are "tweaked" (cut out) from their foods.

Kelly is a "foodie" favorite celebrity and has become an advocate for healthier eating and living, as she has

run her 700 acre ranch for more than a decade. Her lifestyle drastically changed as she went from being a movie star for her roles in *Weird Science*(1985) and *Woman in Red*(1984) and one of the most sought after models of the 1980's, to a rancher raising her family and growing her own food.

foodtweeks™ is pushing into social media builds with innovative social community consultancy THEREnyc lead by Donnetta Campbell - everyone was pleased at the social media orchestration and overwhelming response the tweet event.

Jay Walker, the inventor of foodtweeks™, is also the founder of Priceline, chairman of Patent Properties and curator of TEDMED, the health and medicine edition of the famous TED conference. A noted entrepreneur, Mr. Walker has founded three companies that serve more than 50 million customers. He is best known as the creator of Priceline, which brought a new level of value to the travel industry.

To learn more about Kelly's platform, her healthy living campaign and her partnership with the foodtweeks™ app go to <http://www.foodtweeks.com/fb/Misc/KellyLeBrock/>

<http://www.foodtweeks.com>

To learn more about healthy at home cooking choices :

foodtweeks (<https://twitter.com/foodtweeks>) Let's Move (<https://twitter.com/letsmove>) Food Network (<https://twitter.com/foodnetwork>) Partnership for a Healthier America (<https://twitter.com/phanews>) Del Monte (<https://twitter.com/delmontefresh>) No Kid Hungry (<https://twitter.com/nokidhungry>)

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