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Food Literacy Center Launches Raising Kale Podcast, Seeking to Educate Listeners on the Impact of Food for Health, Economy, Environment and Community

Sacramento, CA – March 10, 2021 – Food Literacy Center announced today the launch of the [Raising Kale](#) podcast in partnership with Entercom Communications. Raising Kale will be available nationwide via the [RADIO.COM](#) app and website, and everywhere else podcasts can be found beginning March 10.

Food Literacy Center seeks to serve local Sacramento families and educate students about nutrition, cooking, and gardening through active play with the intention to improve their health, environment, and economy. The pandemic has shed light on our fractured food systems through empty grocery store shelves and families experiencing hunger amid an unstable economy. Because of this, Food Literacy Center is launching Raising Kale, a podcast on a mission to tell the stories of our food problems and the people bringing solutions.

Hosted by Amber Stott, Founder and Chief Food Genius, Food Literacy Center, and produced by Entercom Sacramento, Raising Kale is an educational call to action with food. The podcast will welcome distinguished guests to explain the impact food has on various aspects of our lives and offer ways listeners can help in their local community.

“The Raising Kale podcast represents a long-time goal of mine for the nonprofit: to provide wider education to the public outside the walls of our elementary schools,” said Stott. “I have enjoyed building this podcast with the talented team at Entercom Sacramento. I get to speak to my peers in food thought leadership across the nation and share their powerful stories. I hope listeners will join me to learn more and to raise kale in their own community.”

Stott added that the podcast guests – otherwise known as Kale Raisers – are involved with remarkable, action-oriented initiatives from improving school lunches to building local food economies in Haiti to ending hunger through culinary education in San Diego.

“This podcast proves that people can use food to make the world a better place,” said Stacey Kauffman, Senior Vice President and Market Manager, Entercom Sacramento. “Sacramento is America’s Farm to Fork capital, so we see the intersects and impact first-hand that food has on our health, economy, environment and community. By sharing these powerful and engaging stories, we seek to educate and inspire our audience on how food can be a tool for good, and how they can make a difference in their own homes and communities.”



The Raising Kale podcast is available nationwide on the [RADIO.COM app](#) and everywhere else podcasts can be found. Fans can also connect with the podcast on social media via [Facebook](#), [Instagram](#) and [Twitter](#).

ABOUT FOOD LITERACY CENTER

Food Literacy Center is a nonprofit 501(c)(3) established in 2011 in Sacramento, California, with the mission of inspiring kids to eat their vegetables. The organization provides low-income elementary children with after school programming at 16 schools throughout the Sacramento City Unified School District. They teach cooking and nutrition to improve health, economy and the environment. For more information about Food Literacy Center, visit www.foodliteracycenter.org.

ABOUT ENTERCOM COMMUNICATIONS CORP.

Entercom Communications Corp. (NYSE: ETM) is the #1 creator of live, original local audio content in the U.S and the unrivaled leader in local radio sports and news. Home to the nation's most influential collection of podcasts, digital and broadcast content, and premium live experiences, Entercom engages 170 million consumers each month. Available on every device in every major U.S. market, the company delivers the industry's most compelling live and on-demand content and experiences from voices and influencers its communities trust and love. Entercom's robust portfolio of assets and integrated solutions offer advertisers today's most engaged audiences through targeted reach, brand amplification and local activation—all at national scale. Learn more at www.entercom.com, Facebook and Twitter (@Entercom).

