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## **AMERICA'S PORK PRODUCERS' NATIONAL EAT TOGETHER WEEK: A HISTORY**

### **Celebrating Family Mealtime for 14 Years**

The 1960s brought us baby-boomers, the 1970s highlighted women's influence and civil rights and the 1980s focused on the individual and technology. So came the 1990s where Americans recaptured the meaning of family. The National Pork Board supported this trend by creating the first-ever National Eat Dinner Together Week in 1996.

Fourteen years later, America's pork producers remain committed to celebrating the natural connection between food and family by providing tools and solutions to make mealtime more enjoyable. In 2008, the holiday evolved into *National Eat Together Week*, encouraging families to eat together WHENEVER they can find time, whether it's dinner, breakfast or lunch. This year, the celebration is September 20-26, 2009.

### **New in 2009**

This year, in partnership with Feeding America, the nation's largest domestic hunger-relief charity, America's pork producers are helping those in need share a meal, by "clicking for a cause." Beginning at midnight Sunday, Sept. 20, for every recipe printed or shared from the special *National Eat Together Week* section on [TheOtherWhiteMeat.com](http://TheOtherWhiteMeat.com), America's pork producers will donate five pounds of pork (or about 25 meals) to a food bank in need.

Visit [www.TheOtherWhiteMeat.com](http://www.TheOtherWhiteMeat.com) for more Web resources packed with offerings for busy parents that can help turn meals from blah to "ahh" with a click of the mouse! The site offers recipes, fun family activities to do together inside or outside the home, and conversation starters such as what it means to give back.

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