



**Inside:**

Mission of The ABC's of the Real Treat!  
Vision of The ABC's of the Real Treat!  
Backgrounder  
Fact Sheet  
Q & A  
News Releases

## **Mission of The ABC's of the Real Treat!**

Nourishing young minds to eat good food

## **Vision of The ABC's of the Real Treat!**

A new approach to a new way of learning for a  
new way of life

MEDIA KIT FOR THE ABC'S OF THE REAL TREAT!  
REVIEWED MAY 2007

## Backgrounder

The ABC's of the Real Treat! was written in March 2004 for children to learn more about good food. The book is one part of an interactive new-media program designed to enrich children on the natural environment using all five senses. The presentation has already been conducted for over 300 children around the Avalon region of Newfoundland Labrador and has proven to be a valuable learning experience for children and educators too. The presentation revolves around a picnic and is about an hour in length.

During the picnic, children interact with a slide show that lists all of the foods from A to Z with real photographs taken by Sally LeDrew. Some of the foods include avocado, broccoli, fish, eggplant, mangoes, nectarines and list one for each letter of the alphabet, except for the letter X which "*marks the spot where we go to buy more...*". The program also includes the sound of birds chirping, giving the children the sense of sound during the picnic. At the end of the presentation, a copy of the book, The ABC's of the Real Treat! is given to each child to bring home and show parents and/or caregivers the food they learned about on their picnic.

Currently there are three components to the program: The ABC's Facilitator's Guide, the book, The ABC's of the Real Treat! and The ABC's Slideshow that includes The ABC's Song Birds. This program is ideal for teachers early childhood educators and community workers to learn how to conduct the whole presentation.

The author, Samantha Gerbeau, is a mother of two and hopes to help children see that eating good food is the best treat of all for growing healthy and happy. The program promotes healthy eating for the body, eating natural foods as the best thing for the environment and the value of literacy. Samantha has conducted primary research relating to eating fresh food and the sugar industry. In May 2006, Samantha travelled to the Dominican Republic to explore how the impact of the sugar industry affects the people living in the province of La Ramona. Learning West Indian history in secondary school in Barbados, W. I. at St. Ursula's School, provided valuable insight as to how the culture has evolved in the last 200 hundred years. Samantha spent her formative years living in the tropical culture of Barbados, W.I. and this provided much insight on the impact of the sugar industry on third world countries and the abundance of fruits and vegetables. The foods listed in *The ABC's of the Real Treat!* provide an international flavour as foods from all over the world are described in a simple manner for a young child to learn about.

Samantha has also experienced first-hand the affects of food allergies and how to combat symptoms by eating certain foods and/or eliminating others from the diet for a period of time. When her son experienced allergies, she quickly learned that wheat is one food that can increase symptoms of allergies. Based on primary research Samantha admits that eliminating wheat for a period of time will slow the symptoms experienced and provide relief for the sufferer.

MEDIA KIT FOR THE ABC'S OF THE REAL TREAT!  
REVIEWED MAY 2007

Samantha's research also shows that wheat and sugar are probably the two main staples in a child's diet. Samantha regards that most breakfast cereals are made with both sugar and wheat can create a threat for a child's health based on consumption but also for environmental reasons because of the excess packaging that is then thrown into landfills. Today, an average child's lunch consists of crackers, bread, cookies, chicken nuggets, pasta: all contain wheat and/or sugar.

Samantha stresses that she is NOT telling people to avoid any food. Samantha believes in *everything in moderation*. She understands that when a child eats the same thing over and over again, the body does not get all the nutrients that are necessary for a healthy body to grow. Samantha explains to young children in a simple way that eating a variety of fresh foods like fruits and vegetables can provide the simple carbohydrates that are necessary for helping you feel full. Samantha believes complex carbs are creating a menace among children's health.

Besides a health promoter and a consumer representative, Samantha promotes local sustainability. She believes that buying locally is essential for our well being and a must if we are to combat the driving increase in global pollution. Recognizing the need for more fruits and vegetables to be grown locally, Samantha provides talks on consumerism and how we must change the buying trends that are having an irreversible impact on the environment. Samantha has also been promoting the need for local governments to put more money into research for growing fruits and vegetables in a northern climate such as Newfoundland Labrador.

MEDIA KIT FOR THE ABC'S OF THE REAL TREAT!  
REVIEWED MAY 2007

## Fact Sheet

Samantha Gerbeau is a mother of two children, Adam and Amy Murphy. She lives with her husband, Fred Murphy, in her native city, St. John's, NL.

Samantha has travelled extensively and spent her formative years in Barbados, W.I. where she learned much about sugar industry and its impact on society. She also witnessed first hand, the abundance of fruits and vegetables.

The ABC's of the Real Treat! is the first book written by Samantha Gerbeau.

The ABC's of the Real Treat! is a new-media program already presented to hundreds of children.

Samantha Gerbeau works as a private public relations consultant for small business owners that are focused on sustainable development. She also works as a promoter for small businesses who are looking for a credible source regarding their natural sustainable efforts to produce health and wealth for a local economy.

Samantha is a positive speaker and motivates people to tune into their potential by following a balance in life, mentally, spiritually and physically.

Samantha has been doing Yoga since she was young child and uses the breathing benefits to train others in enhancing their public speaking. She has provided training in business, lifestyle-coaching and public speaking.

Her father was from Sherbrooke PQ. Her mother is from Corner Brook, NL and her grandmother was from Rattling Brook, NL. Samantha is an avid researcher of subjects relating to human and societal behaviour. She has personally explored the behaviour of ancient civilizations, including her own roots and family background of Mi'kmaq ancestry and how they all have one thing in common: observation of the planets and stars, mainly for agricultural and religious reasons. Samantha has been researching astrology for over 20 years. She is not a practicing astrologer, yet as she compiles her research much information corresponds with more expert opinions relating to affects of weather patterns, earth changes and human behaviour.\*

Samantha proposed the need for a Natural Wellness Retreat in Newfoundland Labrador in 2004 during the same year *The ABC's of the Real Treat!* was written. She continues to conduct her own independent research on consumerism, and the population decline within the province. In 2006 Samantha worked with the City of St. John's to help develop an emergency response plan for the city.

Samantha is the President of Memorial Toastmasters, a member of the Wellness Coalition and an advocate for children's healthy living. She is also a reader with the Rotary Read-A-Long program, a program that promotes literacy among young children. Currently she is volunteering as their promotions representative.

## **MEDIA KIT FOR THE ABC'S OF THE REAL TREAT! REVIEWED MAY 2007**

\*Samantha Gerbeau offers private sessions to help others understand more about the background of astrology and the usage of it in today's society.

### **Questions and Answers**

#### **Where is Samantha Gerbeau from?**

Samantha is from St. John's, NL and is the only member of her family to be born here. Samantha has always considered St. John's her home even though her mother is from Corner Brook and her father was from Sherbrooke PQ.

#### **What is Samantha's background?**

Samantha Gerbeau has a background in tourism, public relations and works mainly in exploratory research relating to natural sustainable development. She is also a motivational speaker for all ages and trains other in public speaking.

#### **Is Samantha a nutritionist?**

No. Samantha's prides herself on knowing the basics of eating healthy. Her research is directly related to simple verses complex foods that may induce allergy symptoms.

#### **How is Samantha able to provide a workshop on eating healthy if she is not a nutritionist?**

Samantha trains people in preparing and conducting presentations. The ABC's of the Real Treat! originally began as a presentation for her daughter's kindergarten class. The book, The ABC's of the Real Treat! had been developed prior to the presentation, and is a part of the program. It has gained much interest from educators and caregivers and so, Samantha has strived to facilitate this program for others looking for such a tool to provide to children that introduces a new way of successfully getting kids to try fruits and vegetables.

#### **Who is The ABC's of the Real Treat! for?**

The program is mainly for children under the age of seven, yet all ages can learn from the book and the program as well, on account of the variety of different foods that are described in the book.

#### **Why did Samantha give away 15,000 copies of The ABC's of the Real Treat!?**

Samantha is very passionate about Newfoundland Labrador. She considers that there is a definite need to change the way we look at eating and living our daily lives. Samantha is a mother of two and when her children began school she recognized the depleting

**MEDIA KIT FOR THE ABC'S OF THE REAL TREAT!  
REVIEWED MAY 2007**

methods of teaching happening within the system, i.e. using junk food as a reward at the end of the week to instill better behaviour among children. She also looked at the current health care crisis among young children in Newfoundland Labrador, (ie. 31,000 people suffering with Diabetes in Newfoundland Labrador and the increase in early childhood obesity). Samantha considered that if educators thought the book was worth publishing, then every young child in Newfoundland Labrador should own a copy of it and every child should be taken on a picnic to teach them about good food.

**Have any books left Newfoundland Labrador?**

Yes, Samantha sold over a dozen copies in the first hour of her book launch and many were books bought for grandchildren living in Ontario. Also, Samantha donated 30 books to an orphanage in Tanzania, Africa.

**What are the future plans for The ABC's of the Real Treat!?**

Samantha would like to have her book around the world. Samantha hopes that all children can learn about the environment, healthy eating and the importance of literacy. She would also like to be able to raise enough funds to donate money to the Kids Eat Smart Foundation to buy fruits and vegetables for schools around the province of Newfoundland Labrador and other parts of the country. Eventually, Samantha hopes to turn her presentation into a television show for children. She is also hoping to make enough to sustain the program from the sale of the remaining 2000 books.

## News Release Great Big Book Launch!

St. John's April 17, 2007 - It is official. The ABC's of the Real Treat! has begun its week-long book launch, with the first 1000 copies delivered to the NLTA for children in Labrador. The remaining 14,000 books will be boxed up next Tuesday by volunteers of the Aliant Pioneers to be sent throughout the island portion of the province.

This weekend author of The ABC's inviting all ages to place in recognition will be at Coles 4pm in the Village Chapters on Sunday. the key for helping the real treat is to eat Samantha, who is the volunteers and her give away 15,000 five to seven year



Samantha Gerbeau, of the Real Treat! is her book signing to take of Earth Day. Samantha bookstore from 2pm to Mall on Saturday and "Early intervention is children understand that good food," said very grateful to all of supporters who helped copies of the book to olds in province.

"The younger, the better," said Samantha. The biggest challenge was trying to find a way to have the books given to so many children all around the same time. School is truly the only place where you can find so many children in one spot, so, it was important that the book be provided to the earliest graders, like kindergartens to grade twos," said Samantha. Samantha hopes that parents will buy the book for their younger children as well. "It's never too soon to start reading to your child," said Samantha, "especially about good food."

"It's great to see that this is the week that all of this is happening, because if it weren't for volunteers The ABC's of the Real Treat! wouldn't be in existence. Giving your time and energy is the greatest gift you can ever give yourself. It just feels good to do it," said Samantha. Samantha's website will be up and running within the next week. To find out more or to contact her directly, please go to [www.newfoundcare.ca](http://www.newfoundcare.ca)

-30-

Contact:

Samantha Gerbeau (pronounced JER-BOW)  
709-753-1144  
[sgerbeau@nf.sympatico.ca](mailto:sgerbeau@nf.sympatico.ca)



## NEWS RELEASE for April 19th

### Life's a Picnic Earth Day book launch for kids

April 10, 2007 St. John's – Nourishing young minds to eat good food is the mission behind *The ABC's of the Real Treat!* Samantha Gerbeau, author of the colourful food book for young children will be holding a book launch at the Village Mall on Saturday, April 21, 2007 to promote healthy eating for children, the environment and literacy.

"I am very thankful to all of the organizations who have supported me," said Samantha. *The ABC's of the Real Treat!* was written three years ago, for Samantha's daughter's kindergarten class. "Her teacher asked me if I would like to volunteer by showing the kindergartens a little bit about nutrition," said Samantha. The book was already in the works when Samantha was asked, and she then went on to create a presentation that has proven to be of real value in teaching kids about good food.

Samantha's book launch involves distributing almost 15,000 copies to every child between the ages of 4 to 6 years in the province. "The reason is simple," said Samantha, "if the book was good enough to be published, then I wanted every child in the province to own a copy, so they can learn about the real treat too." Samantha is very aware of the current health crisis among children in Newfoundland Labrador, and considers that there is no easy solution to obesity and type-two diabetes but regards this learning tool as fun and something children will remember.

Among the organizations helping Samantha include the NLTA, The Aliant Pioneers, The Rotary Read-A-Long program, all of which fit into the message that Samantha is trying to promote. "We are very excited to be a part of this program," said Alex Twells, of the Rotary Read-A-Long, a program that promotes literacy among children.

The book launch will take place between 12pm and 2pm and children will be given the chance to go on a picnic with Samantha. To learn more about *The ABC's of the Real Treat!* go to [www.newfoundcare.ca](http://www.newfoundcare.ca)

-30-

Contact: Samantha Gerbeau  
709-753-1144  
[sgerbeau@nf.sympatico.ca](mailto:sgerbeau@nf.sympatico.ca)