

# Krispy Kreme to Reward Students with Bad Food for Good Grades

*Source:* <http://sci.tech-archive.net/Archive/sci.med/2004-08/3337.html>

---

*From:* Dr. Jai Maharaj ([usenet\\_at\\_mantra.com](mailto:usenet_at_mantra.com))

*Date:* 08/28/04

Date: Sat, 28 Aug 2004 04:31:39 GMT

Forwarded message from Max Goldstein <[maxgold\[AT\]yahoo\[DOT\]com](mailto:maxgold[AT]yahoo[DOT]com)>

[ Subject: Krispy Kreme to Reward Students with Doughnuts for Good Grades

[ Date: Fri, 27 Aug 2004

WEST PALM BEACH, Fla. — Krispy Kreme has offered to reward students with a doughnut for every A on their report card — up to six per grading period — sparking concern among school officials trying to fight childhood obesity.

Under one promotion, Krispy Kreme stores will give Palm Beach County students in kindergarten through sixth grade a free doughnut for every A on their report card. Another program has students decorate posters of doughnuts with "success sprinkles" when children meet goals. The posters can be turned in for a class set of doughnuts.

"Krispy Kreme doughnuts are very good, especially when the 'hot' lights are on, but I can't say that there's anything healthy about them," school board member Debra Robinson said Tuesday. "Can't we find something else? I mean, a doughnut?"

Krispy Kreme doesn't track how many schools are participating. Principals decide whether to allow the doughnut posters or any other business partnership, a school district spokeswoman said.

Jackie Zepeda, Krispy Kreme spokeswoman, said she was unaware of any concern about the doughnut giveaway in light of child obesity, which has been declared an epidemic by the National Institutes of Health.

Meanwhile, 50 Palm Beach County schools are beginning a \$1.4 million program to promote healthier lifestyles with

nutrition and exercise programs. The district is also offering healthier school lunch menus.

"I certainly would not want to see posters in classrooms with doughnuts on them as a reminder every day, day in and day out," said Cathy Probst, who has campaigned against using sweets as rewards. "When you do well and you reward yourself with food, that is something that will continue to promote obesity." (AP)

End of forwarded message from Max Goldstein <maxgold[AT]yahoo[DOT]com>

Jai Maharaj

<http://www.mantra.com/jai>

Om Shanti

Hindu Holocaust Museum

<http://www.mantra.com/holocaust>

Hindu life, principles, spirituality and philosophy

<http://www.hindu.org>

<http://www.hindunet.org>

The truth about Islam and Muslims

<http://www.flex.com/~jai/satyamevajayate>

The terrorist mission of Jesus stated in the Christian bible:

"Think not that I am come to send peace on earth:  
I came not so send peace, but a sword.

"For I am come to set a man at variance against his  
father, and the daughter against her mother, and the  
daughter in law against her mother in law.

"And a man's foes shall be they of his own  
household.

– Matthew 10:34–36.

o Not for commercial use. Solely to be fairly used for the educational purposes of research and open discussion. The contents of this post may not have been authored by, and do not necessarily represent the opinion of the poster. The contents are protected by copyright law and the exemption for fair use of copyrighted works.

o If you send private e-mail to me, it will likely not be read, considered or answered if it does not contain your full legal name, current e-mail and postal addresses, and live-voice telephone number.

o Posted for information and discussion. Views expressed by others are not necessarily those of the poster.