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Promotion and education of healthy nutrition and lifestyle in childhood are important because that is a period of getting habits that last during life. For effective nutrition promotion in Subotica, 1999 marked the first celebration of World Food Day (WFD) on October 16 with the Festival of Healthy Nutrition and Physical Activity Promotion. In 2001 in Republic of Serbia, October was determined as the Month for promoting healthy nutrition and this model of WFD celebration was accepted as a national model. In 2002 a WFD Network was created for CEE Countries with FAO SEUR Budapest. Based on the proposal of WFD Network Committee on or around 16 October 2002, WFD events were organized in Subotica, Budapest, Nitra, Bukurest and Yerevan. These parallel, organized events aim to celebrate the WFD on local and national level, as well as create the beginning of partnerships between the participating organizers from Serbia and Montenegro, Hungary, Slovakia, Romania and Armenia. This initiative aims to give publicity to the different local events, and to act as a forum share and exchange ideas. The new WFD web subportal was created in CEE AgroWeb Network as a virtual meeting place to promote WFD and TeleFood as well as to collectively display each country's activities included in celebration: organisation the competition for the best fine art and literary works and theatrical performances for children related to topics from nutrition, physical activity, obesity with cooperation with preschool and school institutions. The celebration ended as Festival of Healthy nutrition and Physical Activity Promotion with exhibition of the best awarded works, theatrical performance, and food exhibition and testing, quiz about healthy nutrition. Engagement the whole community in education of population and promotion on healthy nutrition, importance of physical activity and healthy lifestyle we perform organizing campaigns, free nutritional status and nutrition evaluation, festivals, workshops, seminars, lectures, education through media, press conferences, internet communication, preparing video film, brochures with recommendations and guidelines and other education materials. Movement towards healthy nutrition and lifestyle promotion in childhood can be implemented in other countries.