



**For the Press**

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**For Immediate Release:**

**The “Fresh Adventures at Hannaford - FOODPLAY Tour” is coming to a school near you!  
Fun-filled live theater show tackles the nation’s #1 health epidemic - childhood obesity!**

Date: \_\_\_\_\_ Time: \_\_\_\_\_

School: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

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There will be no dancing vegetables or rollicking fruit, but when FOODPLAY comes to

\_\_\_\_\_ on \_\_\_\_\_, hundreds of kids will have fun learning how to take charge of growing up healthy and fit.

FOODPLAY, a national award-winning nutrition theater show, will be bringing its cast of colorful characters, amazing feats of juggling, hip-hop music, and audience participation to turn kids on to healthy eating and active lifestyles. Thanks to a groundbreaking partnership with Hannaford Supermarkets, FOODPLAY will work its magic at 67 elementary schools, reaching over **26,000** children and families throughout the Northeast with these important health messages.



**FOODPLAY in action!**

While FOODPLAY makes good eating great fun, its messages are very serious. So serious in fact, that First Lady, Michelle Obama has launched the nation’s first childhood obesity task force, designed to tackle the alarming rise in the number of overweight children. In the last 20 years, childhood obesity rates have doubled among elementary school children and tripled among teenagers. According to the CDC, one out of two African-American and Hispanic children, and one out of three Caucasian children will develop diabetes if current eating and exercise habits don’t improve. Less than one percent of US children consume the recommended servings of fruits and vegetables, and less than half participate in daily physical activity.

Hannaford Supermarkets is once again on the leading edge of health and wellness initiatives. As childhood obesity makes the headlines with the establishment of the country’s first childhood obesity task force, Hannaford is well ahead of the pack. Now in its sixth year of providing innovative nutrition education programming for schools, and its third year of the Guiding Stars nutrition rating system, Hannaford is already making a difference in the health and wellness of their community’s children and families.

“We know an ounce of prevention is worth a pound of cure, and that’s why we’re thrilled to give the gift of FOODPLAY to schools throughout our five-state region. This innovative program educates and motivates kids to make healthy food and exercise choices early on, so that they have the best chance to grow up healthy and fit,” says Molly Tarleton, Community Relations Specialist at Hannaford.

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FOODPLAY creator, Barbara Storper, MS, RD says, "We couldn't ask for a better partner. Hannaford Supermarkets has been a national leader in nutrition, creating "Guiding Stars," the first navigation labeling system that helps shoppers choose the most nutritious foods based on a 1-2-3 star rating. Kids desperately need to learn how to make healthy choices, and with Hannaford's sponsorship, we've been able to help hundreds of thousands of children throughout the Northeast develop healthy eating and exercise habits to last a healthy lifetime."

During the fun-filled performance, children watch as Janey Junkfood comes barreling up on stage, devouring sugary junk food, and then falling in total exhaustion. Desperately wanting to make the National Junior Juggling Team, she practices one ball, two balls, three balls up, but moments later, they come crashing down. The problem, the audience discovers, is Janey's poor eating and exercise habits. Like many of today's children, Janey skips breakfast, fills up on soda and candy, zones out in front of the tube, and then wonders why she's sick, tired, and out of practice.

As FOODPLAY unfolds, children learn how to see through TV commercials, decipher food labels, and make sense of today's confusing fast food world. They learn how to make healthy food choices at home, at school, and on the run, and discover that choosing fresh foods is good for their health, and for the health of the planet. Kids witness the ten teaspoons of sugar found in a can of cola, and learn that on average, they each consume over 50 pounds of sugar a year from soda alone! For some cool beverage alternatives demonstrated with some even cooler juggling tricks, Coach and Janey juggle with milk, water, and juice cartons.

As part of the "Fresh Adventures at Hannaford - FOODPLAY Tour," schools receive FOODPLAY's comprehensive Resource Kits with materials for students, parents, teachers, food service, and nurse to extend the nutrition and health activities all year long. And, children will take home colorful snack cards to post on their fridge, recommending nutritious and delicious snack ideas, as well as FOODPLAY's Top Ten Tips to Treat Your Body Right.

Founded in 1982 by Emmy Award-winning nutritionist Barbara Storper, MS, RD, a leader in the field of children's nutrition, FoodPlay Productions has spread its message of good health to over three million schoolchildren across the country. According to US Department of Agriculture-sponsored evaluations, FoodPlay has been shown to dramatically improve children's eating and exercise habits. With its traveling theater shows and media campaigns, FoodPlay Productions has been using the power of live theater to promote healthy eating and exercise habits to the nation's youth for over 25 years. For fun food tips, activities, and free nutrition handouts, visit <http://www.foodplay.com>

Based in Scarborough, Maine, Hannaford operates 173 stores and employs more than 27,000 associates in Maine, Massachusetts, New Hampshire, New York, and Vermont. Most Hannaford locations have full-service pharmacies and all stores feature Guiding Stars. Hannaford is the only retailer among 17 U.S. companies named to the National Business Group on Health's "Platinum Best Employer for Healthy Lifestyles" list. In 2008, Health magazine recognized Hannaford as one America's 10 healthiest grocery stores. For additional information, visit [www.hannaford.com](http://www.hannaford.com).

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