










School Resource Kit

FOODPLAY Pre-Show Packet

This pre-show checklist and other included resources will help you successfully prepare for the FOODPLAY performance.



Pre-Show Checklist - READ FIRST

-  **Greetings from Hannaford**
-  **Memo to Staff**
-  **Easy Follow-up Activities**
-  **Evaluation**
-  **Parent Letters & Tips**
-  **Press Release**
-  **FOODPLAY Hallway Poster**



SUPERMARKET & PHARMACY
Hannaford Supermarkets is pleased to bring the 'Gift of FOODPLAY' to your school.
www.hannaford.com



For fun tips, activities, handouts and resources:
www.foodplay.com

How to Use this Packet - ([click here](#))



IMPORTANT - READ FIRST!



FOODPLAY Checklist

Greetings! We are pleased to bring FOODPLAY to your school, thanks to a partnership with Hannaford Supermarkets. Along with the show, we are providing you with a FOODPLAY School Resource Kit on CD, which contains materials to help teachers, nurse, and food service reinforce and extend the healthy FOODPLAY messages. The Kit can also be downloaded from the FoodPlay website: <http://www.foodplay.com/resourcekit#hannaford>. You will need the username "Hannaford" and the password "GuidingStars" to access the resources. Thank you for helping to make FOODPLAY a success at your school!

Preparing for FOODPLAY

What you can do immediately:

- Add the FOODPLAY performance date to your school calendar and alert appropriate staff.
- Contact your custodian regarding the requirements listed on the next page under **Day of Show Requirements**.
- Fill in and post the FOODPLAY announcement flyers in your school's hallways.
- Copy and distribute the **Staff Memo** and **Evaluation** to teachers, nurse, and school staff. If you're viewing this file as a PDF onscreen, you can copy the memo text and paste into an email to send to staff.
- Distribute the enclosed **Follow-up Packets** to teachers, nurse, and school food service personnel. Encourage them to use the Resource Kit included on the CDs in the Packets. The Kit is also available for download: <http://www.foodplay.com/resourcekit#hannaford> (username: Hannaford, password: GuidingStars)
- Copy the **Parent Letter & Tips** and distribute to students to take home one week before show.

Two weeks prior to show:

- Send the enclosed **Press Release** to your local newspapers and, if possible, TV stations. First, call the media contacts who cover your school and get the FOODPLAY date logged into their calendar. Then, fill in the blanks on the press release with your school's information. The release can be faxed to your media contacts. Or, download a release that can be filled out on the computer and emailed to the media: <http://www.foodplay.com/downloads/News/FP-Hannaford-press-schools.pdf>. Be sure to encourage the press to send a photographer -- FOODPLAY makes for great photos! Inviting media coverage is a great way to publicize the positive things your school is doing, and get the word out to the greater community about the importance of healthy eating and exercise habits for children.

One to three days prior to show:

- Make a follow-up call to the press to make sure they will be attending the show and bringing a photographer!
- Check with custodian that the necessary preparations have been made in the performance space, as listed on the next page under **Day of Show Requirements**.
- Prepare a list of **four** names of students -- if possible, a culturally and racially diverse group of boys and girls from different grades -- whom you feel would be excited to participate in the Game Show portion of the FOODPLAY performance (make sure that these children are allowed to be photographed, in case press is in attendance). Give this list to the FOODPLAY stage manager before the show. Please do not tell the students that you have given us their names - it's a surprise!

Day of Show Requirements (over) ⇒

Preparing for FOODPLAY con't.

On the Day of the Show

IMPORTANT!

The FOODPLAY troupe (two performers and a stage manager) will be arriving 45-60 minutes before show time. Total program running time is 50 minutes (including an introduction and conclusion by your local Hannaford Supermarket store manager).

Day of Show Requirements

- A contact person available an hour prior to the show to greet the performers and help with all set-up details, including directing performers to the closest place to unload props, access to stage and house lights.
- A performance area (at least 18 x 18 feet) in auditorium, cafetorium, gym, or large room. It is imperative that the performance area is cleared out, clean and well swept prior to the performers' arrival. If the performance will take place in your school's gym, please raise the basketball hoop.
- Access to stage and/or house lights and electrical outlets. We will bring all of our own sound equipment and stage set-up.
- One 5-6 foot table and two chairs placed in performance area.
- Give the list of four names of students chosen to be game show participants to the stage manager. Remember it is a surprise, do not tell the students that you have given us their names.

At the Show

- The school representative (usually the principal, PTO representative, or school food service director) will introduce your local Hannaford Supermarket store manager; our stage manager will provide an intro card. The Hannaford Supermarket store manager will then introduce FOODPLAY to the audience.
- Make sure that all children are seated by the performance start time.
- After the show, distribute FOODPLAY snack cards (the stage manager will bring) to your students.





We're happy to be able to bring the "Gift of FOODPLAY" to your school!

It's no secret that good eaters make good learners and we are glad we could provide your school with this unique performance.

So why did we create **"The Fresh Adventures at Hannaford-FOODPLAY Tour?"** In the last twenty years, obesity rates have doubled among schoolchildren and tripled among adolescents. Less than one percent of U.S. children consume the recommended servings of healthy foods and fewer than half participate in daily physical activity.

At Hannaford, we believe education is the key to improving the health and eating habits of children and their families and that special attention must be paid to the obesity epidemic facing today's youth. That is why we created Guiding Stars, a simple, easy-to-use tool to help customers locate the most nutritious foods in our supermarket quickly and easily. We also recognize the valuable role teachers play in our community. Teachers inform, influence, and inspire and therefore play a vital role in shaping young minds (and bodies) of our future leaders.

To help you in your role, we had FoodPlay Productions create **"The Fresh Adventures at Hannaford" Resource Kit**. The kit, which includes a comprehensive Teacher's Activity Guidebook along with resources for food service personnel and the school nurse, is available on the enclosed CD, as well as on the CDs in the enclosed Teacher Packets. Please distribute these packets to your teachers, food service director, and school nurse.

The Resource Kit may also be downloaded at:

www.foodplay.com/resourcekit#hannaford

To download, you will need the following:

username: Hannaford

password: GuidingStars

At Hannaford, we are committed to supporting schools and education. Our Hannaford Helps Schools program, a 13-week program through which shoppers earn "school dollars" for the K-12 school of their choice, has raised \$4,000,000 for schools since 2001. We are also actively involved with the Teacher of the Year program in Maine, New Hampshire, Vermont, and Massachusetts. As program sponsors, we encourage the best and brightest teachers in each state to continue to serve in their professions by providing professional development grants. Finally, our stores directly support schools through sponsorships, donations, fund raising activities and by giving of their time. Our associates are always willing to take part in a Community Reading Day and look forward to giving Store Tours.

We wish you continued success in the classroom and thank you for the valuable role you play in the community. And as FOODPLAY's "Coach" would say, "Thanks for helping kids treat their bodies right!"

Sincerely,

Nancy Dumais
Marketing Manager
Hannaford Supermarkets

STAFF MEMO



Date: _____

To: Teachers, Nurse, Food Service, and School Staff

From: _____



Re: Performance of FOODPLAY at our school!

We are pleased to announce that on (date) _____ at (time) _____, our school will be seeing FOODPLAY, thanks to sponsorship by Hannaford Supermarkets. This fun-filled theater show has been touring schools throughout the country to help improve the eating and exercise habits of school children. Featuring juggling, music, magic and audience participation, FOODPLAY empowers children with the skills they need to make their choices healthy ones. Good eaters make good learners and we hope this program will help our children develop healthy habits to last a lifetime!

To assist you in continuing the FOODPLAY messages all year long, FoodPlay Productions has provided our school with the **FOODPLAY School Resource Kit**. The Kit is available on CDs included with the Follow-up Teacher Packets that teachers will be receiving. The Kit can also be downloaded from the FOODPLAY website: <http://www.foodplay.com/resourcekit#hannaford> (username: Hannaford, password: GuidingStars).

The Resource Kit includes sections for teachers, school nurse, and food service, with materials to follow-up the FOODPLAY program in class, cafeteria, and at home. The teachers' section contains the **FOODPLAY Teachers' Activity Guidebook**, with reproducible activity sheets, standards-based lessons, and background nutrition information to extend the nutrition and health learning throughout the year. A special "How to Build a Healthy School Environment" (in the school nurse and food service sections) provides innovative ideas for school wellness.

To assist you in your lesson planning, the FOODPLAY program will address the following:

- the importance of eating breakfast every day
- how to choose a balanced diet using MyPyramid
- how to cut down on sugar and fat
- how to increase intake of fruits and vegetables
- how to read food labels and see through media messages
- the importance of daily physical activity
- how to promote positive body image and how to treat your body right!

For more information about FOODPLAY, free materials, and creative resources to help you teach nutrition and health, visit **www.foodplay.com**.

Thanks!



FOODPLAY's Top 15 Quick and Easy FOLLOW-UP ACTIVITIES

Here are some quick and easy activities to help keep the FOODPLAY messages alive in class. A complete Teachers' Activity Guide is available for download: <http://www.foodplay.com/resourcekit#hannaford> (username: Hannaford, password: GuidingStars)



1. Hold a simple discussion following the show with such questions as:

- **How did you like the show?**
- **What were your favorite parts?**
- **What did you learn?**

(Examples: There are 10 teaspoons of sugar in a can of soda; we need to eat at least 5-11 servings of fruits and vegetables every day; it is important to eat breakfast every day; what you eat affects how you feel and how healthy you are.)

- **Will you be doing anything differently after seeing FOODPLAY?**

(Some popular responses are -- cut down on soda; eat breakfast more often; try to eat more fruits and vegetables; cut down on junky snacks; drink more low-fat milk; exercise every day; watch less TV; read food labels; choose healthier fast foods.)

2. Healthy Snacktime: When you return to your classroom, review the "Healthy Snack Cards/Top 10 Tips" (received at show) with students. Choose one day per week to hold a "Healthy Snack Day" when you encourage students to bring in healthy snacks. You may even want to have a "show and tell" where each child shows his or her snack and shares what is healthy about it. **(Health)**

3. Letter Writing: Have children write letters to the Coach and Johnny/Janey about what they learned from FOODPLAY. Popular topics include: "my favorite parts of the show were..." and "the things I want to change about my eating and exercise habits are..." Alternatively, have children make drawings or paintings of their favorite parts of the show and send them back to FoodPlay Productions, 1 Sunset Avenue, Hatfield, MA 01038, or email: info@foodplay.com. We love to get feedback from the students and teachers. We'll even send your class a "Thank You" note! **(Writing)**

4. Art Activity: "You Are What You Eat!" On big sheets or rolls of paper, make a life-size outline of each student. Then have each child fill their outline with cut-out pictures of their favorite healthy foods from magazines and newspapers, or have them draw their own pictures. **(Art)**

5. Read It Before You Eat It! After the show, have students examine their own snacks and "Read It Before You Eat It!" to determine what is really in the foods they're eating and drinking. They can try to identify different types of sugar, look up ingredient names in the dictionary, or figure out the fat content of their snacks. Remember, always check the serving size of a package since many food and beverage products contain more than one serving per package, and calculations have to be adjusted. **(Reading)**

6. FOODPLAY Raps: Have children sing the rap songs on next page. Invite children to create their own songs, raps, or poems celebrating healthy foods or healthy choices. Perhaps groups of children can sing these over the loudspeaker at morning announcements. **(Music)**

7. Do the "Soak in the Coke Routine": Place a tooth, bone, or iron nail into a glass of cola and let it soak for 24 hours. Yuck! **(Science)**

-Over-

8. Soda Naturale: Have students make their own soda, naturally, by combining a half-glass of seltzer with a half-glass of their favorite 100% fruit juice. For a fun activity, have children make up a name for their soda, create a label out of paper, and write a jingle or advertisement for it. You can even have them bring in clean soda bottles to recycle, and they can bottle their newly created natural soda. **(Health)**

9. Red Light, Green Light: Make a red light, green light poster and have students review their snacks to see which are green light snacks or “go” foods (foods that are rich in nutrients and low in fat, sugar, and salt) and which are red light snacks or “whoa” foods (products that are low in nutrients, and high in fat, sugar, and salt). Turn it into a poster and hang on the wall. For older children, make a green light, yellow light (“slow” foods), red light. Use the yellow light for foods that can be eaten more often, but not all the time. **(Health)**

10. Snack-Attack Contest: Divide students into groups and have them design their own healthy snack or do a take-off on the “Iron Chef” Cooking Show. Provide parameters such as each group must use foods from at least two food groups in their snack. Once created, have them come up with an advertising campaign to promote their snack. Then have a Snack Fair with snack stations where children create the different snacks and everyone gets to taste them. Or, have a contest for the winning snack, or put together a classroom snack cookbook (no cooking needed) and use it as a fundraiser for a class party or outing. Please send us a sample book for our FOODPLAY scrapbook! Thanks! **(Health)**

11. Snack Record: Have students keep a daily snack record for at least one week. Have them review their own or each other’s records and offer suggestions on ways to improve. You may want to give out incentives such as stickers for those who eat green light snacks every day. Your choice! **(Health)**

12. Pyramid Power: Check out the website www.mypyramid.gov for more information, downloads, and activities. Put up a large poster of MyPyramid (use a poster or draw an outline on the chalkboard) and have students create one at their desks. Have students divide up their lunches, either from home or school, into the correct food groups. Do this one day each week to help get students familiar with the different food groups. On MyPyramid, sugary treats do not belong on the pyramid but are considered “extras.” The more physically active a person is, the more wiggle room s/he has for extras. **(Health)**

13. Pin the Food on the Pyramid: Collect food pictures and make or purchase a MyPyramid Poster from www.mypyramid.gov. Distribute the food pictures and have students come up and try to “pin” the food onto the correct food group. You may want to use velcro, scotch tape, or push pins if on a bulletin board-like surface. Go to www.mypyramid.gov for graphics and more information. **(Health/PE)**

14. Active Pursuits: Lead your class on walks. Create a set of “Walk & Talk” cards with conversation themes so that as they walk, they can talk to each other about that particular theme. For example, talk about your favorite animal, trip, singer, etc. Or, turn the walk into a scavenger hunt where you give children things to find (such as an acorn, maple leaf, or stick) or to see (such as a license plate from another state, a type of tree, or a color of a house). **(PE)**

15. Still Life Masterpiece: Show students still life paintings of fruits and/or vegetables by famous artists. Put together your own beautiful arrangement of fruits, vegetables and healthy foods. You may wish to bring in some special food from other countries. Have children paint or draw their own still life pictures, then post the pictures up around the classroom, in the hallway, or in the cafeteria. After the painting process is over, have kids enjoy tasting the foods after they have been washed and cut. **(Art)**

For more fun food and nutrition activities:
www.foodplay.com



FOODPLAY Evaluation



Thank you for bringing your students to see **FOODPLAY** sponsored by Hannaford Supermarkets. We hope you enjoyed it. Please fill out and return this evaluation to FoodPlay Productions or your school contact so that we may continue to serve your needs and interests. Your response is very valuable to us, and we look forward to hearing from you. Thanks and have a healthy year!

Your Name: _____ Title: _____

School Name and Location: _____

Show Date: _____ Grade Levels in Attendance: _____ Number of Students: _____

Email address (optional): _____ I want email updates on nutrition resources.



(Please Circle)

	Excellent	Very Good	Good	Fair	Poor
How would you rate the FOODPLAY show?	Excellent	Very Good	Good	Fair	Poor
How would your students rate it?	Excellent	Very Good	Good	Fair	Poor
How would you rate the appropriateness of the information to the needs of your students?	Excellent	Very Good	Good	Fair	Poor
How would you rate the style of the show in conveying the message of good nutrition and a healthy lifestyle?	Excellent	Very Good	Good	Fair	Poor
How would you rate the provided materials, if used? (Check box if used.)					
<input type="checkbox"/> Activity Guidebook - Lower Elementary Activities	Excellent	Very Good	Good	Fair	Poor
<input type="checkbox"/> Activity Guidebook - Upper Elementary Activities	Excellent	Very Good	Good	Fair	Poor
<input type="checkbox"/> Student Snack Card	Excellent	Very Good	Good	Fair	Poor
<input type="checkbox"/> Parent Letter	Excellent	Very Good	Good	Fair	Poor

Comments, suggestions: _____

What did you like best about the show? _____

What do you think your students liked best about the show? _____

Did you learn anything new from the **FOODPLAY** program? Yes ___ No ___

If yes, please explain: _____

Since the **FOODPLAY** program, have you noticed a change in your students' attitudes and/or behaviors regarding their eating and exercise habits? (Please check all that apply.)

- | | |
|---|---|
| <input type="checkbox"/> Increased awareness of healthy eating and exercise habits | <input type="checkbox"/> Drinking less soda and sweetened drinks |
| <input type="checkbox"/> Increased awareness of positive body image | <input type="checkbox"/> Eating more nutritious snacks and lunches |
| <input type="checkbox"/> Increased awareness of media influences on lifestyle choices | <input type="checkbox"/> Trying to be more physically active |
| <input type="checkbox"/> Trying to make healthier food choices | <input type="checkbox"/> Seeking help for health and weight issues |
| <input type="checkbox"/> Eating breakfast more often | <input type="checkbox"/> Seeking help for eating disorder and body image concerns |
| | <input type="checkbox"/> Other (please explain): |

Since the **FOODPLAY** program, have you noticed more interest among teachers and administrators in teaching nutrition and/or improving the nutrition and health environment at your school? Yes ___ No ___

If yes, please explain: _____

Would you be interested in receiving information about our DVD/video kits designed for classroom use? Yes ___ No ___

What other materials or programs would be useful to you? _____

Additional Comments:

Would you recommend the **FOODPLAY** program to other schools/colleagues? Yes ___ No ___

Would you like us to send information about **FOODPLAY** to any of your colleagues, PTO reps, or others? If so, please include their names, position, school, address, city, state & zip code, if possible.

- | | | |
|----------|----------|----------|
| 1. _____ | 2. _____ | 3. _____ |
| _____ | _____ | _____ |
| _____ | _____ | _____ |
| _____ | _____ | _____ |

May we use your name as a reference? Yes ___ No ___

May we use your comments, name, and school name in our promotional materials and website? Yes ___ No ___

For tips, activities, handouts and fun-filled resources, please visit us on the web at www.foodplay.com.

THANK YOU VERY MUCH FOR TAKING THE TIME TO RESPOND!

We love receiving letters from students or letters of recommendation from staff!
They help us update our programs and assist us in fundraising. Thank you!

FoodPlay Productions, 1 Sunset Avenue, Hatfield, MA 01038
1-800-FOODPLAY • info@foodplay.com • www.foodplay.com



Dear Parent/Guardian,

We're pleased to announce that thanks to our groundbreaking partnership with FoodPlay Productions, your child will be seeing FOODPLAY, a national award-winning theater show that features amazing feats of juggling, music, magic, and audience participation to help turn kids on to healthy eating and exercise habits. We hope that when your children come home after the show, they'll be more excited about choosing healthy snacks, eating a healthy breakfast, reading food labels, and being physically active every day.

At Hannaford, we believe education is the key to improving the health and eating habits of children and families. That is why we have developed the first-ever storewide nutrition navigation system called Guiding Stars. Hannaford created Guiding Stars to give customers a quick, at-a-glance tool to help find the most nutritious foods in our supermarkets. Be sure to "Reach for the Stars" the next time you shop at Hannaford.

We've also asked FOODPLAY creator, and true leader in the field of children's nutrition, Barbara Storper, MS, RD, to provide you with some quick and easy ways to help your family enjoy fruits and vegetables. You'll find her delicious ideas on the next page.

Hannaford Supermarkets is proud to sponsor FOODPLAY and hopes it will help make it easier for you, your family, and your school to enjoy making healthy choices. It is our pleasure to bring FOODPLAY to your community.

All the best,

A handwritten signature in black ink that reads "Nancy Dumais". The signature is written in a cursive, flowing style.

Nancy Dumais
Marketing Manager
Hannaford Supermarkets

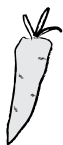


FoodPlay's Top 10

Fun Ways to Turn Kids on to Fruits & Vegetables!

by Barbara Storper, MS, RD

1 Make fruits and veggies kid-friendly. Kids often prefer the bright colors and crunch of raw veggies to cooked ones. Rather than serving fruits and veggies whole, cut them into fun shapes and name them carrot "coins," zucchini "pick-up sticks," broccoli "trees," and red pepper "pinwheels." Cut apples and oranges into "smiles" and bananas into "wheels." Kids love to dunk, so serve veggies along with a dip like hummus or salad dressing, and dip fruits into flavored yogurt or peanut butter.



2 Make fruits and veggies easy to grab. Make "Veggie Grab Bags" with your children—plastic bags of crunchy veggies like baby carrots, cherry tomatoes, snow peas, or whatever is in season. Keep bags in the fridge, and invite kids to grab a few on their way out. They're great to munch on throughout the day, especially when you're on the run and would be tempted to buy a junk food snack when you're hungry.

3 Start a fun family food ritual! Invite your children to go food shopping with you and create a tradition like "Freaky Fruit Friday" or "Veggie of the Week Club" where each child chooses a new fruit or vegetable to try. Create an ongoing family cooking show where your kids prepare and serve a fun fruit or veggie snack.



4 Help kids discover where foods come from by visiting local farms or farmers markets, celebrating the seasons by going apple picking in fall or strawberry picking in summer, or growing a garden together—even if it's only a windowsill herb garden. Try to buy fresh fruits and veggies in season, and when possible, locally grown. They'll taste better and cost less.

5 Explore cultural and ethnic food traditions. Help kids discover how different cultures use fruits and vegetables in their cuisines. Instead of serving sugary treats for celebrations, try treats from other countries such as 'mango-on-a-stick' from Mexico, or edamame (soybeans in pods), a Japanese favorite.

6 Create refreshing alternatives to soda. Each year, the average child drinks over 500 cans of soda, and at 10 teaspoons of sugar per can, children are consuming more than 50 pounds of sugar from soda every year! Instead, have kids make their own 'natural soda.' Fill a glass halfway with 100% fruit juice and top off with seltzer. Encourage kids to create their own combinations, and think up a fun name or even an advertising jingle!

7 Involve kids in the preparation of healthy fruit and veggie snacks. The more they've helped, the more likely they'll be to eat them up! Even the youngest of children can lend a hand, from washing an apple to tearing a piece of lettuce. Kids can create their own fruit smoothies, or put together a "Rainbow Stick" with pieces of cut up fruit on a chopstick or popsicle stick!



8 Sneak veggies into sauces, soups, and stews for more resistant children. Sauté or stir-fry veggies in olive oil with a bit of garlic and soy sauce to make them irresistible! Encourage children to at least take one bite of an unfamiliar food. Studies show that it can take from 10 to 15 tries for a child to come to like a new food.

9 Be a good role model. Show your children how much you like eating fruits and vegetables. Don't pass on the peas, and be enthusiastic when you munch on carrots. Serve healthy food when kids are at their hungriest—after school or before dinner. Promote choice, but limit choices to two options, and make them healthy ones. Instead of asking an open-ended question – "what do you want for a snack?" Ask "do you want a banana or a pear?"



10 For more food fun and to download a free set of "Tickets to Fresh Adventures!" – 14 fun snack recipe cards for nutritious and delicious snacks kids can make with only a little help from grown-ups, visit: www.foodplay.com





For the Press

1 Sunset Avenue, Hatfield, MA 01038 • 1-800-FOODPLAY • 413-247-5400 • info@foodplay.com • www.foodplay.com

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: _____

For More Information, Contact:

Patti Dougherty • 1-800-FOODPLAY (1-800-366-3752) • info@foodplay.com • www.foodplay.com

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.

~ more ~

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.

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**Note: High-resolution images and digital press releases are downloadable from:
www.foodplay.com/news/press.html**



1 Sunset Avenue, Hatfield, MA 01038 • 1-800-FOODPLAY • 413-247-5400 • info@foodplay.com • www.foodplay.com

2010 Who's Who in FOODPLAY

Please note: We have three different troupes on tour, and all members of each troupe are listed below. Each troupe has three members—Coach, Johnny or Janey Junkfood, and a stage manager. Each show's cast will vary.

TROUPE 1

Paul Baswell (Coach) is a graduate of North Carolina School of the Arts. There he performed with Piedmont Opera in *La Boheme*, *La Traviata* and *The Light in the Piazza*. While at school, he had the privilege of performing as Tony in *West Side Story*, a production directed by Gerald Freedman and conducted by world-renowned maestro John Mauceri. Paul has sung the role of Cecco in *Il Mondo Della Luna (The World of the Moon)* with the A.J. Fletcher Opera Institute in Winston-Salem, North Carolina. Most recently Paul performed at the Jenny Wiley Theater in a new production of Bram Stoker's *Dracula*. Paul lives in New York City, and is so happy to now be a part of the FoodPlay family.

Melissa Klein (Janey Junkfood) recently graduated from NYU Tisch School of the Arts where she earned her BFA in drama. At NYU she studied at the Meisner Extension, the Experimental Theatre Wing, and Stonestreet Studios. Melissa enjoys all the arenas in which she has performed, including acting off-Broadway, off-off Broadway, in short films, web series, TV, and improv troupes. Now she is excited to hit the road on her very first tour!

Renée Lynette (Stage Manager) is the proud recipient of a Drama Desk Award. Most recently, she was the Stage Manager of the AUDELCO Award winning shows *Platanos and Collard Greens* and *Auction Block to Hip-Hop*. She has also stage managed Polyfonic Entertainment's *The Odella Williams Show* in 2009. In 2008 she stage managed the Fringe Festival's *Dershowitz Protocol*. Before that she was the Production Assistant of a staged reading of *Rock of Ages*. While studying theater at LaGuardia High School of Performing Arts, she and fellow students created Turtle Teens Productions, which successfully presented a run of *De Donde?* in 2004. This is her first production with *FOODPLAY*.

TROUPE 2

Tyson Savoretti (Coach) A graduate of the University of Florida, Tyson lives and works as an actor in New York City. He can be heard on the air with Radio Disney, and seen up and down the West Side with his interactive theatre and improv troupes. Recent roles include Sir Walter Raleigh at The Sterling Renaissance Festival, Oberon in *A Midsummer Night's Dream*, and a "Certain Red-Suited Man" at Macy's Santaland. Tyson learned to juggle at his first job in high school, selling bruised lemons. When not on stage, you might see Tyson jogging in Central Park in his other life as a personal trainer.

Carlton Hall (Johnny Junkfood) is an Alabama native who earned his B.F.A. in Acting and Directing from the University of Montevallo (PV!) in Montevallo, AL. Carlton likes to juggle, dance, and just be an all around silly guy. He's been involved in productions with Birmingham Children's Theatre and Jasper Children's Theatre. He is also the co-founder and director of Run! Theatre Group in Jasper, AL. Carlton is very thrilled to be a part of *FOODPLAY*!

S. M. Payson (Stage Manager) is excited to be returning to New England and to start her first tour with *FOODPLAY*. A graduate of Saint Michael's College she has trained both in the United States and Europe. Payson's past credits include *Festen* and *Whistling Psyche* (Almeida, UK), Gregory Ramos' *Border Stories*, the original works *Olive Grove* and *My Own Stranger* (Shakespeare and Company), and *The Fantasticks* and *Anything Goes* (New London Barn Playhouse). She has most recently been with Live Nation's *House of Blues ~ Orlando* in Downtown Disney. She would like to send her love to Dave for always being there, and to her family for all of their support. She wouldn't be here without them.

Adam L. Oliveri (Director for Troupe 1 & 2) is originally from Western Massachusetts and has been involved in the arts for all of his adult life. He entertained for two years at Busch Gardens in Williamsburg, Virginia, as a singer, actor, and juggler. He also had the privilege of sharing the stage with Bobby Vinton as one of his cast mates in Branson, Missouri, at Bobby's Blue Velvet Theater. He is a former *FOODPLAY* actor (Coach), who loves children and truly believes in FoodPlay Productions' mission of spreading the word about the importance of leading a healthy lifestyle.

TROUPE 3

Frantz T. Excellent (Coach) has twenty-five years' experience in theater arts and performance. He moved to Philadelphia in 1992 and attended Temple University. He began his theater experience in 1993 with Venture Theatre under the tutelage of H. German Wilson. He has performed in many theater venues along the east coast. Under his CamEyes Production Company, he has written two screenplays, *Camden Eyes* and *Ideale*; and a script for a television drama, *The Crew*. He has written, produced, and directed a documentary, *Queens Little Faces*; a variety show, *An Evening of Song: Featuring Toni Richards*; a music video, *Party All Night*; a 3-minute trailer, *Ideale*; an info-video, *Do What You're Built For*; a feature short film, *Mio Sogno: My Dream*; and the pilot to the TV script, *The Crew*. He is much honored for the opportunity to work with Bruce Robinson, Richard Murray, and the whole *FOODPLAY* company!

Joshua Dingle (Johnny Junkfood) a Philadelphia native, found his passion for the performing arts while impersonating movie stars in his mother's room as a child. Since then, he has gone on to receive training and experience from some of Philadelphia's finest institutions and theaters such as Creative and Performing Arts High School, University of the Arts, and the Walnut St. Theater. Coupled with a burden for inner-city youth and a passion for the arts, Joshua has set out to use his gifts to artistically encourage and enlighten the minds of young people daily. He also juggles scriptwriting, dance, music, and graphic design as part of his regular routine.

Richard A. Murray Jr. (Tour Manager) is an accomplished writer, author, playwright, and poet who also has his own line of greetings cards aimed at the sobriety and recovery market. He has written two plays, two poetry books, and a self-help book. He has worked in the theater since 2000 as a stage manager and dramaturge, and as a sound and lighting technician on many plays including the recent run of *Fences* at The Ritz Theatre. Richard recently graduated from The Connecticut School of Broadcasting. He is a member of the production company Landmark Productions, and has worked on two of their upcoming projects: the television pilot, *The Saints*, and the feature film, *Welcome Home Eddy*.

Bruce Robinson (Director, Sound Designer, Script Collaborator, Lyrics Collaborator) is founder and executive artistic director of FreshVisions Youth Theatre Company in Philadelphia. A thirty-year theater veteran, Bruce is a producer, director, actor, writer, theater arts teacher and workshop leader. He is a winner of Philadelphia theater's prestigious Barrymore Award for Theater Excellence as well as KYW TV-3's "People Making a Difference" Award.

COMMON TO ALL TROUPES:

Michael Karas (Juggling Consultant) earned his B.F.A. in acting from Point Park University. Michael has always had an interest in juggling, and began seriously pursuing it in the summer of 2001 while attending the Pennsylvania Governor's School for the Arts. Since then he has become one of the juggling world's key players, winning multiple awards in international juggling competitions and inspiring other jugglers with his creative tricks. Michael toured with *FOODPLAY* as Johnny Junkfood for two seasons and is very excited to continue supporting *FOODPLAY* as a juggling consultant.

Rihki Kennebrew (Music Creator, Sound Engineer, Lyrics Collaborator) is a composer, arranger, producer, and more. His musical career spans over 20 years and includes credits from music pioneers such as LA and Babyface, to Philadelphia legends Gamble & Huff. Rihki's formal training includes New York University's Tisch School of the Arts and the American Academy of Dramatic Art. In addition to being a multi-genre songwriter, Rihki is also an accomplished radio/television personality. From pop, rock, and R&B to choral, classical, and theatrical, he continues to build a successful legacy writing hits for the music industry's most noted artists and the stars of tomorrow. More info: www.phillybrew.com

Barbara Storper, MS, RD (Artistic Director, Playwright, Nutritionist, and Executive Director of FoodPlay Productions) is a leader in the field of children's nutrition. Barbara has received a host of national awards including the Society for Nutrition Education's first "Outstanding Young Nutrition Educator in the Country" Award, the American Dietetic Association's "Outstanding Nutrition Entrepreneur" Award, and an Emmy Award for "Outstanding Children and Youth TV Special."

FoodPlay Productions is an Emmy Award-winning nutrition and health media organization presenting the best in live touring theater shows for school assemblies, conferences, and special events. The company also creates fun-filled video kits, curricula, media campaigns, exhibits, and hands-on resources to help parents and educators make nutrition and health come alive for children and families. Founded in 1982 by Barbara Storper, MS, RD, a leader in the field of children's nutrition, FoodPlay Productions' live touring theater shows and campaigns have reached over three million school children coast to coast and have been widely featured in the national media.



FOODPLAY®

IS COMING!

The National Award-Winning Show
that Turns Kids on to Healthy Habits!



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Time: _____

Where: _____



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