

We put *you* in the  
**SPOTLIGHT**  
as a leader in

*Healthy Products ✧ Healthy People ✧ Healthy Planet*



**FOODPLAY**<sup>®</sup>  
productions  
Turning kids on to healthy habits!



THE PARTNERSHIP GUIDE





Let's partner to bring health-inspiring theater shows and co-branded multimedia to schools and special events throughout your market area — all keyed to your goals!

We got everything we asked for and more! FoodPlay Productions is helping us effectively place our messages in 225 schools, reaching over 90,000 students, plus their families.... **fantastic feedback... widespread media coverage...** a highly effective way to promote healthy living to youth, while spotlighting our campaign throughout our target area."

—Intermountain Healthcare



FoodPlay has cooked up a new way to make good eating great fun!"

—Paula Zahn, ABC News 



FoodPlay has been featured nationally on:





We do the ~~work.~~ <sup>play</sup>

## You get the standing ovation!

☆ **Spotlight Your Brand.**

Directly reach hundreds of thousands of enthusiastic children and families in your markets with your message.

☆ **Be a Media Magnet.**

Attract incomparable media coverage — everywhere FoodPlay goes, broadcast and print media follow!

☆ **Gain the Competitive Edge.**

Dramatically enhance customer loyalty and generate measurable sales increases.

☆ **Make a Real Difference.**

Play a leading role in building a sustainable future — help kids take charge of growing up healthy and fit!



*We couldn't have a better partner than FoodPlay Productions — they are **the cornerstone of our community relations and marketing initiatives** and a great way to make a real difference in the lives of the families throughout our region... Every time we do a show, we have our local store manager present it and they walk away being the health hero for their community."*

—Hannaford Supermarkets



# How We Make You a Star

## Live Theater Show Tours

We create, customize, and present fun-filled shows for national and regional tours at schools, special events, expos, or your chosen venues. Shows feature professional actors, awesome feats of juggling, music, magic, and audience participation.

All programs are research-based and designed to empower today's youth with the skills they need to take charge of growing up healthy and fit — all in a spirit of fun and celebration!

## High Impact Media

We listen to you and your markets to create the most innovative and dynamic co-branded media to ensure long-lasting impact — on health and on your marketing goals.

Choose from educational resource kits, DVDs, website activities, fun-filled booklets, premium items, media campaigns, health-motivating tools, and more.

## Unique Delivery System

We have an automatic welcome at hard-to-reach venues — including school districts — and can deliver high visibility programs and materials, leveraging our 25-year reputation as a national leader in children's nutrition.

Just IMAGINE



what we could do together!

### It's Fun.

FoodPlay gets rave reviews — “Kids are having so much fun, they don't realize how much they're learning!”

### It's Easy.

Our creative masterminds and nutrition experts do it all for you...from creating award-winning shows and materials to scheduling regional tours.

### It Changes Lives.

USDA and CDC evaluations prove it! FoodPlay programs dramatically improve children's eating and exercise habits, and kids bring the messages home!

### It Works.

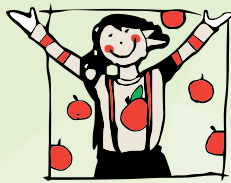
Our partners report that FoodPlay's fresh approach works for the 21st century — providing a far better return on investment than boring ol' advertising!

Contact us:

[www.foodplay.com](http://www.foodplay.com)

1-800-FOODPLAY (1-800-366-3752) | [info@foodplay.com](mailto:info@foodplay.com)





**FOODPLAY**<sup>®</sup>  
productions  
Turning kids on to healthy habits!

**Emmy Award-winning** FoodPlay Productions has turned millions of children and families on to healthy habits using the power of live theater and innovative multimedia. Founded in 1982 by Barbara Storper, MS, RD, a national leader in children's nutrition, FoodPlay programs were originally created under sponsorship by the US Department of Agriculture (USDA) and the Centers for Disease Control and Prevention (CDC).

Everywhere FoodPlay goes, it receives top awards, rave reviews, and widespread media coverage — providing public and private partners with incomparable opportunities to spread their message and become community health heroes!



Emmy Award  
—Academy of Television Arts and Sciences

National Excellence Award  
—Produce for Better Health Foundation

Outstanding Nutrition Entrepreneur Award  
—American Dietetic Association

Media Partnership Award  
—Society for Nutrition Education

Outstanding Young Nutrition Educator in the Country  
—Society for Nutrition Education

“Great show, and a great way to spotlight our products!”  
—Stonyfield Farm

“Thanks for the wonderful show! I started eating better and healthier foods. P.S. My mother says thank you too!”  
—Sasha Z., 3rd Grader, CT



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