



FOR IMMEDIATE RELEASE

Media Contacts:

FoodPlay Productions: Barbara Storper, MS, RD/ Executive Director / 413-247-5400 / barbara@foodplay.com

Hannaford Supermarkets: Sherri Stevens / Community Affairs Manager / 207-885-2898 x 3075 / sherri.stevens@delhaize.com

FOODPLAY — Coming to a School Near You!

"Hannaford Helps Communities – FOODPLAY Tour"

Award-winning show helps kids grow up healthy, happy, and fit!

Date: _____ Time: _____ School Contact: _____

School/Venue: _____ Phone: _____

Address: _____ City: _____ State: _____

Having trouble getting your kids to eat their fruits and veggies, get off the couch, and turn off the computer games? Thanks to a groundbreaking partnership with Hannaford Supermarkets, 58,000 children and family members at 35 schools throughout the Northeast will experience FOODPLAY - a national award-winning theater show featuring amazing feats of juggling, music, magic, and audience participation to turn kids on to healthy eating and active living.



While there are countless efforts to combat the alarming rise of childhood obesity, none is as lively and child-friendly as FOODPLAY. Woven into the national touring performance, are serious lessons that teach kids about the importance of healthy eating and active living, inspiring them to adopt nutritious diets and active lifestyles.

FOODPLAY makes good eating great fun, but its messages are serious. In the last 30 years, childhood obesity rates have doubled among elementary school children and tripled among teenagers. One in three children is overweight, and less than two percent of the nation's youth are meeting their daily nutritional requirements. Kids are consuming more than 150 pounds of sugar a year, missing out on recommended levels of fruits, vegetables and whole grains needed for optimal health. According to the Centers for Disease Control and Prevention, over one-third of the nation's youth will develop diabetes if current eating and exercise habits don't improve.

Schools around the country are working to meet the challenge – by creating school-wide wellness policies, updating school lunch and breakfast menus to offer more fruits, vegetables, and whole grains, and incorporating more physical activity opportunities throughout the school day.

"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 in our home communities," says Sherri Stevens, Hannaford Community Affairs Manager. "We appreciate the opportunity to support the great work schools and families are doing to create healthier communities."

Hannaford Supermarket is once again taking the lead on health and wellness throughout their communities. It was the nation's first supermarket to create a nutrition rating system for foods, known as Guiding Stars, to make it easier for customers to identify the healthiest products. Hannaford also employs Registered Dietitians at many of its stores, who help customers meet their dietary goals and get the most nutritional value for their money. And, fresh fruits and vegetables are Hannaford's mission, working with local farmers to bring in the freshest produce throughout each season.

- more -

During FOODPLAY’s fun-filled performance, children watch as Janey Junkfood desperately tries to make the National Junior Juggling Team. The problem – her poor eating habits. As FOODPLAY unfolds, children are empowered with the consumer skills needed to make sense of a confusing food marketplace. They learn how to see through TV commercials, decipher food labels, and “read it before you eat it!” Teachers come away with new insights too, as many adults don’t realize that ingredients are listed on food labels in order by weight, with the main ingredient listed first. Kids are alarmed to see how much sugar is found in many of their favorite foods from 10 teaspoons of sugar in a can of soda, to sugar being a main ingredient in a popular sports drink.

With upbeat song and dance routines, kids discover the benefits of fruits and vegetables. Kids learn how to balance their diets, using MyPlate featuring the five food groups – grains, proteins, dairy, fruits, and vegetables. Janey discovers there are far better choices than her “MacGreasyKings” lunch as Coach transforms her dull lifeless meal into a fresh colorful plate bursting with flavor and nutrients. Kids learn how to fill half their plate with fruits and veggies and cheer Janey on as she successfully juggles five fruits and veggies – the recommended number of daily servings. And, students learn “they can get MyPlate right here at their school, their cafeteria will serve it every day for lunch, how cool!”

As part of the “Hannaford Helps Communities! — FOODPLAY Tour,” schools receive FOODPLAY’s comprehensive resource kits with follow-up materials to extend the nutrition education activities throughout the year. Along with activity guidebooks, online curricula, DVDs, and children’s books, students take home colorful snack cards with healthy eating tips to post on their fridge.

New this year, Hannaford will be giving out “FOODPLAY Fruit + Veggie Tracker Bands” – a fun tool to encourage kids to eat more fruits and vegetables. Kids get to track their progress as they move colorful bands from one wrist to the other every time they eat a serving. Kids participating in the FOODPLAY program will be given coupons to redeem their own set of “Tracker Bands” at their neighborhood Hannaford Supermarket.

“We are so thankful to Hannaford Supermarkets for being such a community health hero! Kids and families desperately need to learn how to make healthy choices. With Hannaford’s ongoing sponsorship, we’ve been able to help hundreds of thousands of children develop healthy habits to last a healthy lifetime,” says FOODPLAY creator, nutritionist, Barbara Storper, MS, RD.

Founded in 1982 by nutritionist, Barbara Storper, MS, RD, a leader in the field of children’s nutrition, FoodPlay Productions tours the nation’s schools and communities using the power of live theater and interactive media to turn kids on to healthy eating and active living. FoodPlay has reached over four million children across the country and received over 10 national nutrition, public health, and media awards plus an Emmy Award when made for TV. According to USDA-sponsored evaluations, FoodPlay programs dramatically improve children’s eating and physical activity habits, and they take the messages home. For fun food tips, activities, and resources, visit <http://www.foodplay.com>.

Based in Scarborough, Maine, Hannaford operates 177 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.

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

###