



## FOR IMMEDIATE RELEASE

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### “Fresh Adventures at Hannaford – FOODPLAY Tour” is coming to a school near you!

*Fun-filled live theater show tackles nation’s #1 health epidemic – childhood obesity.*

Performance Date: \_\_\_\_\_ Time: \_\_\_\_\_ School Contact: \_\_\_\_\_

School/Venue: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_

The “Fresh Adventures at Hannaford – FOODPLAY Tour” is a groundbreaking partnership between two leading advocates working to reduce the Northeast region’s alarming epidemic of childhood obesity using a fun-filled approach that works with kids!



FOODPLAY, a national award-winning nutrition theater show, is 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. The “Fresh Adventures at Hannaford – FOODPLAY Tour” will work its magic at more than 50 elementary schools, directly reaching over 60,000 children and their parents, school staff and community members with important health messages throughout Hannaford Supermarkets’ five state region.

**FOODPLAY makes good eating great fun, but its messages are serious.** In the last 25 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 on average are drinking more than 600 cans of soda and consuming more than 150 pounds of sugars 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.

Hannaford Supermarkets is once again leading community health and wellness initiatives. Although childhood obesity has made recent 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 fourth 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.

FOODPLAY creator, Barbara Storper, MS, RD, says, “We couldn’t have asked for a better partner. Hannaford Supermarkets has been a national leader in nutrition, creating Guiding Stars to help 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 develop healthy habits to last a healthy lifetime.”

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“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,” says Molly Tarleton, Hannaford community relations specialist. “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.”

As the FOODPLAY performance unfolds, children learn how to decipher food labels, see through TV advertising 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 10 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! The show features professional actors and accomplished jugglers as well as fun games shows with audience participation; not to mention lots of laughter!

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!”. Game show contestants win cool “Five-A-Day Tracker Bands Kits,” to help track their fruit and vegetable consumption by moving bands from one wrist to the other each time they eat a serving. *For food tips, activities and free handouts, visit: [www.foodplay.com](http://www.foodplay.com)*

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 four 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 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](http://www.hannaford.com).

**Note: High-resolution images and digital press releases are downloadable from:**

[www.foodplay.com/news/press.html](http://www.foodplay.com/news/press.html)

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