

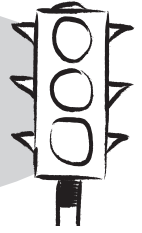


# Preparing for FOODPLAY! — Checklist







## 1. Get READY... for FOODPLAY!

1. Ready...
2. SET...
3. GO!



Today!

- Promote the Hannaford-sponsored event to your school community:
  -  **Hannaford Letter & Staff Memo** – Distribute to school staff.
  -  **Hallway Poster** – Copy on colored paper and hang in your hallways!
  -  **Parent Letter and Tips** – Reproduce and send home with students.
  -  **Press Release** – Contact media and send out to your local newspapers and TV stations (see note on Press Release for details.)
- Add the FOODPLAY performance date to your school calendar.
- Check with custodian that the necessary preparations will be made to the performance space (see reverse side for details).
- Prepare a list of four students from different grades, whom you feel would be excited to participate in the Game Show. These children should be allowed to be photographed, in case media is present. Give this list to our stage manager before the show. Please do not tell the students – it's a surprise!

### Encourage all staff to follow up with these resources:

#### FOODPLAY School Resource Kit

Featuring:

- **NEW!** MyPlate Activity Kit
- FOODPLAY's Top 15 Quick and Easy Follow-Up Activities
- The FOODPLAY Teachers' Activity Guidebook

Available for download at:

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

(Click: Hannaford Supermarket, Password: HealthyKids)

## Turn page over to GET SET!



## 2. GET SET!

### The day of FOODPLAY...

1. Ready...
2. SET...
3. GO!



- Greet the FOODPLAY troupe (two performers and one stage manager) upon arrival for set-up, 60 minutes before showtime.
- Have prepared:
  - ✓ A cleared and swept performance area (at least 18 x 18 feet) in auditorium, cafetorium, gym, or large room. If in your school's gym, please raise the basketball hoop.
  - ✓ Access to stage and/or house lights and electrical outlets.
  - ✓ One 5-6 foot table and three chairs placed in performance area.
- Give list of four student Game Show participants to stage manager. Remember, it's a surprise, so don't tell the students!
- 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 to read from). The HannaFord store manager will introduce FOODPLAY to the audience.
- Make sure that all children are seated and ready by the performance start time.
- After the show, distribute FOODPLAY snack cards (stage manager will provide) to students.

## 3. GO...to the show!

...And encourage staff to keep the FOODPLAY messages alive all year long!





## **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 Resource 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](http://www.foodplay.com/resourcekit)

To download, you will need the following:

Click: **Hannaford Supermarket**

password: **HealthyKids**

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,

Michael Norton  
Hannaford Supermarkets



To: Staff

From: \_\_\_\_\_

Re: **Get Ready for FOODPLAY**

We are pleased to announce that our school will be seeing FOODPLAY on (date) \_\_\_\_\_ at (time) \_\_\_\_\_, thanks to sponsorship by Hannaford Supermarkets.

FOODPLAY is a national award-winning theater show that uses the power of live theater to turn kids on to healthy eating and active lifestyles.

Keep the messages alive all year long with these great follow-up materials:

### **FOODPLAY Follow-Up!**

- **NEW! MyPlate Activity Kit** — 8 follow-up activities!
- **The FOODPLAY Follow-Up Resource Kit**
  - \* **For Teachers:** Fun, standards-based activities integrate nutrition into reading, writing, math, and health!
  - \* **For Nurse, Food Service, and Parents:** Engaging ways to reinforce nutrition and health messages throughout the year, and create a healthy school environment.

Available for download at:

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

(Click: Hannaford Supermarket, Password: HealthyKids)

(Or, see me for a hard copy!)

To assist you in lesson planning, FOODPLAY addresses these topics:

- The importance of eating breakfast every day
- How to choose a balanced diet using MyPlate
- How to increase intake of fruits and vegetables
- How to cut down on sugar and fat
- How to read food labels to choose the healthiest options
- The importance of daily physical activity
- How to promote positive body image





To: School Food Service Staff

From: \_\_\_\_\_

Re: Get Ready for FOODPLAY



We are pleased to announce that our school will be seeing FOODPLAY on (date) \_\_\_\_\_ at (time) \_\_\_\_\_, thanks to sponsorship by Hannaford Supermarkets.

FOODPLAY is a national award-winning theater show that uses the power of live theater to turn kids on to healthy eating and active lifestyles.

### FOODPLAY can help you:

- Increase school breakfast and lunch participation.
- Trigger school-wide excitement, getting everyone on board to work together to create healthy schools.
- Market healthy food offerings and get kids to try new foods.
- Meet requirements for TEAM Nutrition and the HealthierUS School Challenge.

### What to do:

1. Introduce FOODPLAY and your staff at the school assembly! (We'll even give you a suggested intro – see reverse side.)
2. Serve an extra special school breakfast and lunch on FOODPLAY Day – with fresh fruits and veggies! (See a lunch menu idea in SFS section of Resource Kit.)
3. Follow up with FOODPLAY's great resources:
  - **NEW! MyPlate Activity Kit**
  - **Follow-Up School Resource Kit** (including School Food Service section)
  - **The FOODPLAY Teachers' Activity Guidebook**

Download Resources



### FOODPLAY School Resource Kit:

Available for download at:

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

(Click: Hannaford Supermarket, Password: HealthyKids)

FOODPLAY is an evidence-based program shown to dramatically improve children's nutrition and health knowledge, attitudes, and behaviors, according to USDA-sponsored evaluations.

## INTRODUCING THE SHOW....

### Intro to FOODPLAY for School Food Service Director:

Hi, we're very excited to present to you today, a show that has been touring schools throughout the country. It's even been on TV, and won a host of awards, including an Emmy! I hope you have lots of fun and learn too. Today's show is called FOODPLAY, and it's all about making good eating great fun. FOODPLAY is brought to you by \_\_\_\_\_.

My name is \_\_\_\_\_, and I'm your school food service director. I'd like to take this opportunity to introduce you to the wonderful people who work so hard preparing your school breakfasts and lunches. *(Introduce your staff, if possible.)* Let's give them a warm round of applause. We're looking forward to serving nutritious and delicious meals this year! And we invite all of you to come and take part in our school breakfast and lunch program.

*(If you'd like, insert any special initiatives or programs here)* This year, we're excited to \_\_\_\_\_.

Now, let's give a big round of applause for Coach and Johnny//Janey in FOODPLAY!

### Or, have a school representative introduce the show!

### Intro to FOODPLAY for School Representative:

My name is \_\_\_\_\_, and I am \_\_\_\_\_ *(position with school)*.

I'd like to take this opportunity to introduce you to the wonderful people who work so hard preparing your school breakfasts and lunches. *(Introduce staff, if possible.)* Let's give them a warm round of applause. We're looking forward to serving nutritious and delicious meals this year! And we invite all of you to come and take part in our school breakfast and lunch program.

*(If you'd like, insert any special initiatives or programs here)* This year, we're excited to \_\_\_\_\_.

Now, let's give a big round of applause for Coach and Johnny//Janey in FOODPLAY!

## CLOSING THE SHOW....

Thank you, you've been a great audience. Teachers, we hope you'll use FOODPLAY's Teacher Activity Guidebook to follow up on today's assembly. It's filled with fun activities to keep the nutrition messages alive all year long. Please check with your assembly coordinator to access the guidebook online. Students, you'll each receive a FOODPLAY snack card to bring home and post on your fridge.

And, we hope we'll be seeing you at school breakfast and lunch, and that you'll try the new healthy foods we'll be serving, now that you learned all about them today at FOODPLAY!

Thanks again and let's be sure to treat our bodies right to last a healthy lifetime!



Dear Parent/Guardian,

We know how hard you work trying to raise healthy children! And, we want to help!

Your child recently attended FOODPLAY, a national award-winning show that uses the power of live theater, amazing feats of juggling, music, magic, and audience participation, to turn kids on to healthy eating and active living. We hope when your child/children come home after the show, they'll be more excited about choosing healthy snacks, eating more fruits and veggies, eating breakfast at home or at school, and having fun being physically active.

We, at Hannaford, know that an ounce of prevention is worth a pound of cure, and that's why we're thrilled to be able to give the gift of FOODPLAY to your school. FOODPLAY, along with their upbeat follow-up materials, will help support the great work you and your school is doing to raise healthy families and create healthy schools.

At Hannaford, we believe education is the key to improving the health and eating habits of kids and families. Here at your local Hannaford Supermarket, you'll find Guiding Stars, a quick, at-a-glance shelf labeling system to make it easier for you to identify the healthiest choices. We also have Registered Dietitians who are at your service to answer questions and help you get the most nutritional value for your money. And, fresh fruits and vegetables are our mission, as we work with local farmers to bring in the freshest produce throughout each season!

We're proud to sponsor FOODPLAY and hope it will help make it easier for you, your family, and your school, to enjoy making healthy choices.

Best,

Sherri Stevens  
Community Relations  
Hannaford Supermarkets

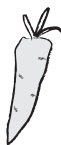


# FoodPlay's Top 10

## Making Fruits and Veggies Fun!

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 tips and snack recipes, visit [www.foodplay.com](http://www.foodplay.com)! For more food fun, check out our new children’s book, *Janey Junkfood’s Fresh Adventure!*, our Fruit + Veggie Tracker Bands, and more at [www.foodplay.com/store](http://www.foodplay.com/store).**



**FOODPLAY**  
productions

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



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



# FOODPLAY'S Top 15 Quick and Easy Follow-Up Activities

For All Staff

Here are some quick and easy activities to help keep the FOODPLAY messages alive in class. A complete Teachers' Activity Guidebook is available for download: [www.foodplay.com/resourcekit#hannaford](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 ten teaspoons of sugar in a can of soda; try to fill half your plate with fruits and veggies; 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 Production at 1 Sunset Avenue, Hatfield, MA 01038, or email [info@foodplay.com](mailto:info@foodplay.com). We love to get feedback from the students and teachers! (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 theirs up with cut-out pictures of their favorite healthy foods representing all five food groups 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:** 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)

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 or label paper, and write a jingle or advertisement for it. You can even have them bring in washed soda bottles to recycle and turn them into their newly created "Soda Naturale." (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 2 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 can 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 for those who eat GO snacks every day. Your choice! (Health)
12. Power Up with MyPlate: Check out the website [www.ChooseMyPlate.gov](http://www.ChooseMyPlate.gov), for more information, downloads and activities. Put up a large poster of MyPlate (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 and appropriate portion sizes. On the new MyPlate, sugary and fatty WHOA foods don't belong, but can be considered as once-in-a-while foods. The more physically active a person is, the more wiggle room s/he has for extras. (Health)
13. Pin the Food on MyPlate! Collect food pictures and make or purchase a MyPlate Poster. 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.ChooseMyPlate.gov](http://www.ChooseMyPlate.gov) for graphics and more information. (Health/PE)
14. Active Pursuits: Lead your class on walks. Give them a theme so that, as they walk, they can talk to each other. You can call this activity "Walk and Talk." For example, talk about your favorite animal, trip, singer, etc. Or turn each walk into a scavenger hunt by giving children one or two things to find on the way (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 tips, activities, handouts and fun-filled resources: visit [www.foodplay.com](http://www.foodplay.com)



Take the

# FOODPLAY 5 Challenge!

Eat at least **5** FRUITS + VEGGIES a day!

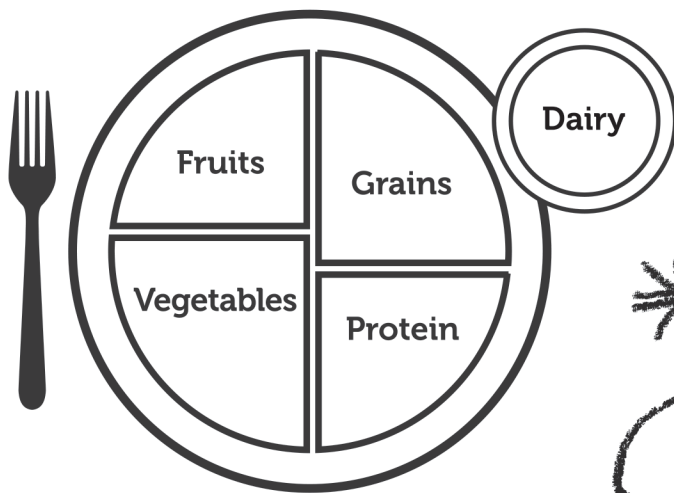
Read It **Be4** You Eat It!

Fuel up with **3** square meals starting with **BREAKFAST!**

Remember - I can do this, and **YOU CAN 2!**

Get up and **PLAY** for at least **1** hour a day!

Cut down on soda - Refresh with **H<sub>2</sub>O!**



For more food fun, visit:  
[www.foodplay.com](http://www.foodplay.com)

**To: School Contact**  
**Re: How to Get Media Coverage**

Attached is a press release to send to your local newspapers and TV stations. Inviting the media is a great way to spread the word about the positive things your school is doing.

- 1 Call your media contacts.**  
About two weeks in advance, call your contact to have them add the event to their calendar. If your school does not have a media contact, you can call the health, education, or general editor.
  
- 2 Send the Press Release.**
  - **FAX:** Send the press release via fax to local media. You can use the attached version or download and customize a PDF copy at:  
**<http://foodplay.com/press/press-releases-image-downloads/>**
  - **EMAIL:** To email the press release, copy and paste the PDF press release **<http://foodplay.com/press/press-releases-image-downloads/>** directly into an email and send it to your media contact (media outlets prefer this method over attachments).
  
- 3 Follow up before the show.**  
It helps to follow up with a phone call or two to remind them to cover the show. Make sure they bring a photographer along — there are wonderful photo opportunities!



FOR IMMEDIATE RELEASE

**Media Contacts:**

**FoodPlay Productions:** Barbara Storper, MS, RD/ Executive Director / 413-247-5400 / [barbara@foodplay.com](mailto:barbara@foodplay.com)

**Hannaford Supermarkets:** Sherri Stevens / Community Affairs Manager /207-885-2898 x 3075 / [sherri.stevens@delhaize.com](mailto:sherri.stevens@delhaize.com)

**FOODPLAY — Coming to a Community Near You!**  
**“Hannaford Helps Communities – FOODPLAY Tour”**  
*Award-winning show helps kids grow up healthy, happy, and fit!*

Date: \_\_\_\_\_ Time: \_\_\_\_\_ School/Venue Contact: \_\_\_\_\_  
School/Venue: \_\_\_\_\_ Phone: \_\_\_\_\_  
Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_

Thanks to a groundbreaking partnership with Hannaford Supermarkets, kids and families will have fun learning how to take charge of growing up healthy, happy, and fit in schools and community events throughout the Northeast! FOODPLAY is coming to town, bringing its national award-winning theater show, amazing feats of juggling, motivating health messages, music, magic, and audience participation to turn kids on to healthy eating and active lifestyles.



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 which features 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.

“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, RDN.

Founded in 1982 by nutritionist, Barbara Storper, MS, RDN, 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](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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**FOODPLAY**<sup>®</sup>  
productions  
Turning kids on to healthy habits!

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

## Spring 2016: Who's Who in FOODPLAY

### TRAVELING TROUPES

Our two nationally touring troupes feature two professional actors each and one stage manager.

#### Touring Troupe: FOODPLAY Spring Tour 2016

**Danni Bae** (Stage Manager) is a Freelance Stage Manager. Previous stage management credits include *Margie and Mike*, *Kicked* and *Speed the Plow*. She is a graduate from Syracuse University.

**Scott Miesse** (Coach) graduated in May 2015 from Kent State University with a degree in musical theatre. Since graduating, he has performed in *Hair: The Musical* and Shakespeare's *A Midsummer Night's Dream*. Scott loves to travel, and last summer he performed in Scotland at the Edinburgh Festival Fringe. He is looking forward to hitting the road and spreading FoodPlay's positive message to kids across the country.

**Alicia Thomas** (Janey) is originally from Detroit but has called New York City home for the past 3 years. She's thrilled and blessed to join FoodPlay on its national tour. Alicia has appeared in an Off-Broadway production of *What They'll Remember* as "Michelle". Other credits include *Angela's Justice* with the Theater for the New City; *1/3<sup>rd</sup> of a Nation*, directed by Sean Graney; *The 25th Annual Putnam County Spelling Bee* as "Schwartz"; and *A Raisin in the Sun* as "Beneatha" at Bradley University and The Barn Dinner Theatre. She received a B.A. in Theatre at Bradley University.

#### Touring Troupe: FOODPLAY Spring Tour 2016

**Ross Carmichael** (Coach) is excited to be back in his old shoes. He did two tours as Coach before joining the production team as the Director in the fall of 2013. When Ross is not working with FoodPlay he works as an actor and theatrical carpenter. Most recently he was part of the team that created Gamut Theatre Group's new Select Medical Mainstage and played "Antonio" in the debut performance of *Twelfth Night*.

**Linda Demirdjian** (Janey) recently graduated with a B.F.A. at Adelphi University. During her undergraduate season, she appeared in a one woman show, *Before Breakfast* by Eugene O'Neil and in *These Shining Lives* by Melanie Marnich as "Pearl Payne" along with other plays and student films. She's honored to be a part of the Foodplay family!

More →

## ARTISTIC STAFF

**Ross Carmichael** (Director) has performed professionally with the Harrisburg Shakespeare Company in *As You Like It* (Orlando) and with the youth program REACH (Chad). He received a BA in Theatre from York College of Pennsylvania. College performances include *Simpatico* (Simms), *The Country Wife* (Horner), *Bakkhai* (Dionysos), *Twelfth Night* (Malvolio), *The Merchant of Venice* (Antonio), and the title role in *Hamlet*. Ross also works as a scenic carpenter/ electrician through his alma mater. Ross is humbled to be asked to direct for such an amazing program. He is thrilled to be a part of the FOODPLAY team!

**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](http://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."

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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!

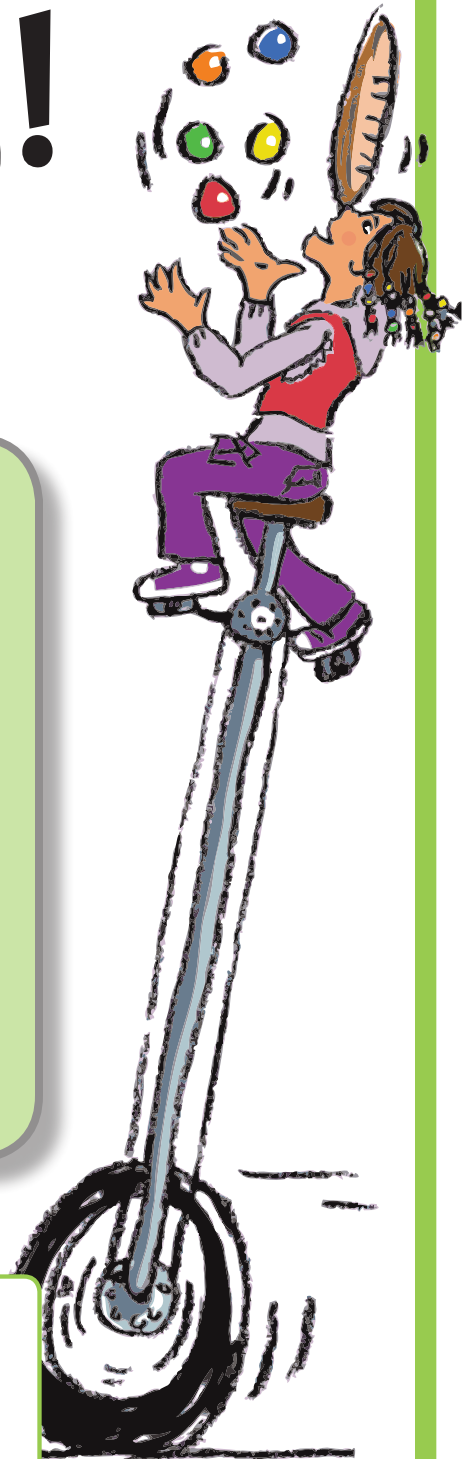
Don't miss this national award-winning show that  
makes good eating great fun!

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

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

Where: \_\_\_\_\_

Brought to you by:  
\_\_\_\_\_



**FOODPLAY®**  
productions  
*Turning kids on to healthy habits!*



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

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



# Take the **FOODPLAY 5** Challenge!

Eat at least **5** FRUITS + VEGGIES a day!

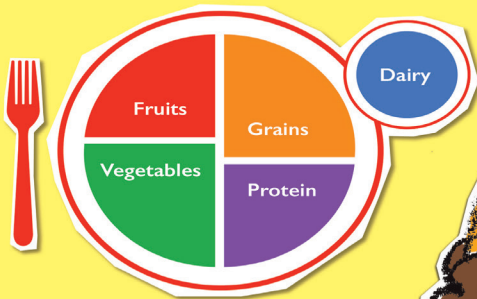
Read It **Be4** You Eat It!

Fuel up with **3** square meals starting with **BREAKFAST!**

Remember - I can do this, and **YOU CAN 2!**

Get up and **PLAY** for at least **1** hour a day!

Cut down on soda - Refresh with **H2O!**



For more food fun, visit:  
[www.foodplay.com](http://www.foodplay.com)



# FOODPLAY Evaluation



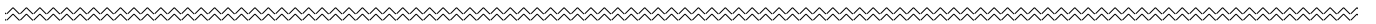
Thank you for bringing your students to see **FOODPLAY** sponsored by Hannaford Supermarkets. We hope you enjoyed it. Please fill out and return this evaluation to FoodPlay Productions or your school contact so that we may continue to serve your needs and interests. Your response is very valuable to 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 <b>FOODPLAY</b> show?					
How would your students rate it?					
How would you rate the appropriateness of the information to the needs of your students?					
How would you rate the style of the show in conveying the message of good nutrition and a healthy lifestyle?					
How would you rate the provided materials, if used? (Check box if used.)					
<input type="checkbox"/> MyPlate Activity Kit					
<input type="checkbox"/> Teachers' Activity Guidebook					
<input type="checkbox"/> Student Snack Card					
<input type="checkbox"/> Parent Letter					
<input type="checkbox"/> Nurse & School Food Service Sections					
<input type="checkbox"/> Press Packet					

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.)

- Increased awareness of healthy eating and exercise habits
- Increased interest in learning more about foods and nutrition
- Trying to make healthier food choices
- Trying to eat more fruits and vegetables
- Trying to eat breakfast more often

- Drinking less soda and sweetened drinks
- Eating more nutritious snacks and lunches
- Trying to be more physically active
- Seeking help for health, food, and weight issues
- 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 & 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



Your friends at **Hannaford Supermarkets**  
and **FOODPLAY** want to hear from you!



First name: \_\_\_\_\_

Name of your school: \_\_\_\_\_

**Draw us a picture!**

**Send us a note!**

How did you like the show? \_\_\_\_\_

\_\_\_\_\_

What were your favorite parts? \_\_\_\_\_

\_\_\_\_\_

What did you learn? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Thanks so much — we love getting your letters!