A BEAUTIFUL PLANET, A VIBRANT YOU

Play Fair
building healthy communities

PLAY FAIR IS BACK - bigger than ever! We've taken new steps in our fifth year at the Marin County Fair with new sponsors, and new approaches to promote healthy choices at the Fair and in your community!

New This Year

This year, *Play Fair* continues its role as the proud sponsor of the Marin County Fair and welcomes you back to the *Play Fair Concert Pavilion* stage. Additionally, you will see *Play Fair* in the food court area promoting healthy food options and at the new *Play Fair Fun Fest*.

Alcohol-Aware

The ***Play Fair*** partnership has grown to ten sponsoring organizations and over fifty partnering organizations. Sponsors include: Bay Area Community Resources, First 5 Marin Children and Families Commission, Healthy Marin Partnership, Huckleberry Youth Programs, Marin County Health and Human Services, Marin Community Foundation, Marin County Office of Education, Marin County Board of Supervisors, the Marin Institute, and the Youth Leadership Institute.

FREE Pedometer

Play Fair Fun Fest
Free Fun for All

Play Fair Fun Fest is the #1 destination at the Fair for kids, teens and families. Located near the Marin Veterans' Memorial Auditorium, ***Fun Fest*** is dedicated to highlighting INTERACTIVE, FREE AND FUN activities and Marin resources that improve our health and our planet. Enjoy fun and lively activities that keep you moving and earn great prizes – like a free ***pedometer*** to count your steps as you dance, hop, skip and hula hoop your way around the Fair.

Flourish

Step Lively to Better Health

Strap on your pedometer, and pick up your very own "Steps to Health" map to count your steps at the Fair. We will be "walking together around the planet," totaling all the steps taken while you enjoy the Marin County Fair! Come back at the end of the day and show us the number of steps recorded on your pedometer to be entered in a raffle for great prizes! First prize is a **Breezer Greenway** bike — perfect whether you're a bicycle commuter or taking to the open road.

Fuel for Fun

Play Fair and the Fair's food vendors have collaborated to provide even more healthy food choices at the Fair. This year all thirty of the Fair's food vendors will be offering healthy menu options, including items made with colorful fruits, vegetables, whole grains and which use less fat and sugar. Look for ***Feel the Difference*** logo on signs at each food booth identifying healthy food items. At the "Greenest County Fair' all foods will be prepared trans-fat free and will be served in compostable food containers.

Good Fare

FIRST PRIZE

Over the past four years, The *Play Fair* partnership has:

- Replaced two beer companies as County Fair Sponsors;
- Made history in 2006 when the Marin County Board of Supervisors took the remarkable step of banning all alcohol sponsorships and advertising at the Marin County Fair;
- Created a Smoke-Free Fair
- Initiated healthier food options with Fair food vendors
- Helped Create Healthier Communities

This will also be the second year that the Fair will be Smoke-Free. Last

year, the Board of Supervisors enacted a new smoke-free law after hearing from numerous citizens and health groups. This law closed old loopholes and updated the County's smoke-free regulation to reflect recent scientific reports. The California Environmental Protection Agency and the U.S. Surgeon General reports released in 2006 showed that there is no known safe level of exposure to second hand smoke, even in outdoor settings where non-smokers may be impacted at public gatherings. The new law provides a 20 foot protective buffer around doors and entrances and includes outdoor cafes, Farmer's Markets, events in parks and the County Fair. Smoking is permitted only in designated areas outside the County Fair.

Smoke-Free

Play Fair sponsorship was so groundbreaking that both Marin County and the Marin County Fair have received numerous awards and recognition for this effort, including an achievement award from the Western Fair Association. "The messages we adults send about alcohol have a huge impact on youth decision-making about alcohol use," said Maureen Sedonaen, founder and president of the Youth Leadership Institute. "*Play Fair's* work at our county fair not only helps young people now, but will help shape community values and messages for future generations."

"Our expanded presence reflects how important we think these issues are for our community," explained Pat Kendall, Medical Group Administrator for Kaiser San Rafael and the Chair of the Healthy Marin Partnership which also sponsors the *Fun Fest*. "We've come together from alcohol, tobacco and nutrition initiatives to fight the pervasive presence of unhealthy marketing to our kids and in our community.

To learn more about *Play Fair* or to get involved, visit **www.PlayFairMarin.Org** or contact Teri Rockas at vyeniet@sutterhealth.org

– Gary Najarian & Sparkie Spaeth

Fun Fest shares Top Ten Ways to Stay Healthy at the Fair

- ✗ Drink lots of water
- ✗ Win prizes by walking at least 10,000 steps
- ✗ Dance and hula hoop to your heart's content at the *Fun Fest*
- ✗ Wear sunscreen and reapply often (visit *Fun Fest* to pick up a packet of sunscreen)
- ✗ Sample yummy, healthy foods from award winning vendors
- ✗ Limit high sugar, high fat snacks – they'll make you thirsty and slow you down!
- ✗ Wash your hands often, especially after eating and after being on a ride
- ✗ Keep learning all about recycling and other ways to help our environment
- ✗ Practice random acts of kindness (pick up trash, let a kid get on the ride ahead of you)
- ✗ Forget about alcohol and cigarettes – they're going out of style

SAVE TREES
GO DIGITAL

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