



CALIFORNIA TASK FORCE
ON
Youth and Workplace Wellness

As Director of the California Task Force on Youth and Workplace Wellness, I am pleased to invite your organization to participate in our 4th annual, "Step Into Fitness Faire."

Step Into Fitness Faire

Wednesday, May 23, 2007

11:30 a.m. to 1:00 p.m.

South Capitol Lawn, N Street
Sacramento, California

The Faire is a FREE event open to State employees and the general public offering fun activities and informative materials that are related to physical fitness and healthy nutrition. Last year we anticipated close to 400 attendees —to our surprise and delight, an estimated 1200 people enjoyed Fitness Faire activities. *Due to the overwhelming response, we have developed, and attached, a few suggestions that we believe will help to make your participation more effective.*

The Task Force welcomes participation in the Fitness Faire from organizations dedicated to fitness and health and would be willing to provide demonstrations of healthful activities and/or health information. This event is solely committed to further education about health and fitness and participation must be educational rather than commercial in nature. **Organizations are invited to participate with this focus in mind. Participation may include any of the following:**

- **staffing an information table with materials on physical activity, nutrition, and/or creating healthy environments;**
- **providing free healthy food samples;**
- **offering free health screenings or related services (chair massage, nutritional assessment, etc.); and/or**
- **giving physical activity demonstrations (yoga, rowing, dance, etc.).**

There are no fees charged for participation (unless you request additional rental equipment – see RSVP form) and we will promote your participation through a series of flyers, emailings, and/or print ads. We will also include an announcement of your nutrition or activity-themed events in our **May Fitness Calendar**, if you choose. Our calendar is updated weekly and posted on our website.

If you are interested in participating in the Fitness Faire, or in having your events posted on our calendar, please complete and return the attached RSVP form as soon as possible (no later than April 2). Once your RSVP form has been received, I will be in touch regarding the specific details of your participation. In the interim, should you have any questions about the Fitness Faire, calendar of events, and/or the Task Force, please don't hesitate to contact me. Thank you for your time and consideration.

Sincerely,
Leah Cox, Director
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Suggested Guidelines for Participating in the *2007 Step Into Fitness Faire.*

1. Arrive early to set up. We will be on site at 9:00 a.m. to set up tables and umbrellas. If you are setting up your own booth (i.e. not having the Task Force rent a table for you), you will need to notify Leah Cox by April 2. **Note: If you would like more than one table and one umbrella, a \$30.00 rental fee will be charged per item. See RSVP form for details. We apologize for this necessity to cover our costs.*
2. If giving away samples, materials, etc., try and send at least two (2) people to work your table.
3. ****Very Important**** Consider creating a game or contest that rewards winners/participants with a sample of your produce or service. This could include spinning a wheel, playing a shortened version of Bingo (tailored to your product/information) quizzing people on health questions, hula hooping for 1 minute, etc. Really, anything you can think of to slow down the swarms of people.*
4. Work with Leah if you have a limited number of items to give away. We are happy to announce giveaways at specific times. We learned quite a bit last year and want to make this year even more successful.
5. You are responsible for cleaning up your booth after the event. This includes boxes, bags, posters, and other items that may be left over after the Fitness Faire. The Wellness Task Force is responsible for setting up and clearing tables, umbrellas and any chairs that we provide for the event. *All other items are the responsibility of your organization.*
6. We cannot predict the weather. However, please check the weather service before you arrive. We've had both rain and hot, sunny days. Please bring appropriate gear and/or water with you.
7. Please send in your reservation *early!* (Deadline for reserving and guaranteeing space is April 2, 2007). The Fitness Faire has grown each year and we want to have the appropriate space available to meet your needs.

* Those vendors that did not provide some kind of game, etc. to retrieve their product found they were rushed by the public and were out of their product within minutes. Some then left their tables hours before the close of the Faire. Because we announce our vendors and educators ahead of time, we want to ensure that everyone stays for the entire event when possible. *We support your organization and we would like people to learn about your product or service and be excited to receive it!*