

# Choose to Boost Veggies & Fruit

Give junk food the boot.  
Choose veggies & fruit!

Pledge to bring back  
healthy sideline snacks!

Dear Sport Association Leader,

After such great success in 2016 with our Bring Back Healthy Sideline Snack Challenge, we are pleased to present another opportunity for teams in the County of Middlesex to support healthy kids! For highlights of our 2016 Challenge, please refer to the Coaches Package.

As incentive for association support to the 2017 Challenge, we are awarding **one grand prize of \$1000** to support purchasing of sport equipment for your association.

To be eligible, go to [hkcc.middlesex.ca](http://hkcc.middlesex.ca). Click on the **Minor Sports** tab then **Association Pledge**. Deadline for pledges is **April 1, 2017**. The pledge will ask you to agree to the following:

1. Send out the Coaches Package to your coaches. This would include any team with children under the age of 12 years who would typically organize a team snack schedule for after games or practices.
2. Include information about the Challenge on the agenda of upcoming coaches meetings.
3. Post information about the Challenge on your social media page and website, if available.

## WHAT IS IN IT FOR TEAMS?

All teams participating will be automatically entered to win one of the available prize packs, which includes a 5-gallon water jug and water bottles for each team player. As well, teams are eligible to win \$500 in funding to support an end of season team party or team equipment!

For more information on the benefits of vegetables and fruit for team sideline snacks, please refer to the Coaches Package.

Please join us in leading the change in support of healthy sideline snacks!  
We are looking forward to having a fun and healthy season.  
Thank you for your support and cooperation.

Sincerely,

**NADINE DEVIN**

*Project Manager, County of Middlesex Healthy Kids Community Challenge*

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# Healthy kids

start with healthy  
environments!

