



Grab. Energize. Go!

## FOR IMMEDIATE RELEASE

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Visual Opportunities: Yes

Interview Opportunities: Yes

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## Clark County Takes the National Lead with Fit Pick™ Vending Campaign

### Local Work Sites and Schools Offer New Snack Program

**Vancouver, WA** - A new era in vending is coming to Clark County. A broader selection of snacks with limited fat and sugar contents, marked Fit Pick™, will soon be offered in vending machines at participating schools and work sites. A simultaneous community-wide awareness campaign featuring the tagline "Fit Pick: Grab. Energize. Go!," encourages consumers to purchase snacks that support a healthy lifestyle.

The local Fit Pick™ campaign, the first of its type in the nation, is the result of a collaborative effort led by Community Choices and the Steps to a Healthier Clark County Initiative (Steps) and includes area vending companies, Clark County schools and work sites, and the National Automatic Merchandising Association (NAMA). Resources and tools developed by the Steps team are posted on the website [www.fitpick.org](http://www.fitpick.org) to support similar efforts in communities, schools, and worksites nation-wide.

"The Fit Pick education and awareness campaign is part of the Steps to a Healthier Clark County Initiative to reduce obesity in our community," says Barbe West, Community Choices Executive Director. "We are concerned that our overweight residents, young and old, have an increased risk of diabetes, hypertension and heart disease." According to 2005 data, 62 percent of Clark County adults are considered obese or overweight. More than 25 percent of 8<sup>th</sup> graders in Clark County are either overweight or at-risk of becoming overweight.

"The Clark County team has created a national model for future campaigns," says Jim Brinton, chair of the NAMA board of directors and president of Evergreen Vending in Tukwila, WA. "The tools they have created will help organizations across the country to feature Fit Pick™ selections."

(more)

Participating vending companies will offer Fit Pick™ products and promotional materials for vending sites. Planning and implementation toolkits for snack vendors and vending sites are also available. Launch date for the campaign is planned for the week of April 14-18. The community-wide launch of Fit Pick™ will be celebrated on April 17 at the Marshall Center, 1009 E. McLoughlin, Vancouver, WA at 10:00 a.m. For more information and campaign materials, visit [www.fitpick.org](http://www.fitpick.org) or call (360) 567-1067.

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### Fit Pick™ Community Partners

City of Portland, Dept. of Maintenance  
City of Vancouver, WA  
Clark College  
Clark County, WA  
Clark County Public Health  
Collaboration  
Compass/Canteen Vending  
Courtesy Vending

Evergreen Vending  
Kaiser Permanente  
Northwest Vending Association  
Southwest Washington Medical Center  
Vancouver School District  
Vistar/Vend Products  
Washington State Department of Health  
Willamette Vending

**About Community Choices** — Community Choices, a non-profit organization, is a catalyst for healthy communities. As an advocacy organization, we play a unique and critical role- to listen and use data, and engage and mobilize others to drive long-term, sustainable change that will improve the health of our community and the quality of life for all residents. Learn more about our organization and review the 2006 Community Report Card at [www.clarkcommunitychoices.org](http://www.clarkcommunitychoices.org).

**About Steps to a Healthier Clark County** — Fiscal Year 2008 marks Community Choices' final year of administering a five-year Steps to a HealthierUS grant. Funding comes from Steps to a HealthierUS Cooperative Agreement which is a Department of Health and Human Services (HHS) program advancing the goal of helping Americans live longer, better and healthier lives. Steps supports best-practice, community-based interventions, and advocates for appropriate changes to public policy and organizational practice in order to reduce the burden of diabetes, obesity and asthma, by addressing three related risk factors – poor nutrition, physical inactivity and tobacco use and exposure. For more information about Steps to a Healthier Clark County, please visit [www.stepstohealthierclarkco.org](http://www.stepstohealthierclarkco.org) or call Barbe West at (360) 567-1087.

**National Automated Merchandising Association (NAMA)** is the national trade association of the food and refreshment vending, coffee service and foodservice management industries including on-site, commissary, catering and mobile. Its membership is comprised of service companies, equipment manufacturers and suppliers of products and services to operating service companies. The basic mission of the association, to collectively advance and promote the automatic merchandising and coffee service industries, still guides NAMA today as it did in 1936, the year of the organization's founding. NAMA supports, with administrative, logistical and financial assistance, a network of 30+ affiliated State Councils encompassing 36 states, where the vending and coffee service industries focus on local issues and concerns as well as gathering frequently for networking opportunities. Fit Pick™ and Balanced For Life™ are programs developed and administered by NAMA. For more information, visit the NAMA website: [www.vending.org](http://www.vending.org) or [www.balancedforlife.net](http://www.balancedforlife.net).



