



Grab. Energize. Go!

FOR IMMEDIATE RELEASE

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Visual Opportunities: Yes
Interview Opportunities: Yes

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PARTNERS UNITE TO LAUNCH FIRST COUNTY-WIDE HEALTHY VENDING PROGRAM IN U.S.

Campaign Available Nationally for Vending Companies and Sites

Vancouver, WA – A group of community partners in Clark County, WA is launching the first countywide vending campaign in the U.S. to help vendors and vending sites install and market snacks and beverages that support a healthy lifestyle. The campaign supports Fit Pick™, a system of vending machine stickers created by the National Automated Merchandising Association (NAMA) to identify items that meet pre-set nutritional criteria. The campaign developed by the Clark County team augments the NAMA program with a website, machine top signs, posters, postcards, table tents, and 65-page toolkits for vending companies and consumer sites.

The Clark County vending team includes local worksites, schools, government agencies, food distributors and the four largest vending operators in the area (Compass-Canteen Vending, Courtesy Vending, Evergreen Vending, and Willamette Vending.) The team was facilitated by the Steps to a Healthier Clark County Initiative (Steps) and Community Choices, a Clark County-based, non-profit, advocacy group for healthy communities. "We are very pleased that the work of our local team will benefit not only *our* community, but can potentially help other organizations and communities across the country," states Barbe West, executive director of Community Choices. "The Fit Pick™ site and materials provide a complete, cost-effective, step-by-step road map for organizations, communities, or vending operators that want to incorporate healthier options in their vending machines, but don't know how or where to start."

Paresh Patel, Ph.D., M.B.A., president of Courtesy Vending in Portland, OR states: "Although the vending companies on this team are competitors, our common interest in the health of our community and the motivation to be at the front of the healthy vending movement brought us together to work on this collaborative effort."

"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 take the mystery out of successfully promoting Fit Pick™ selections."

A community event to celebrate the county-wide launch of Fit Pick™ will take place on Thursday, April 17, 2008 at the Marshall Center, 1009 E. McLoughlin, Vancouver, WA at 10:00 a.m. All campaign materials and Fit Pick™ order forms are available at www.FitPick.org. For more information about the program, call Community Choices, 360-567-1067 or visit www.FitPick.org

Fit Pick™ Clark County, Washington 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, Community Choices plays 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 the community and the quality of life for all residents. For more information about the organization and to review the 2006 Community Report Card, visit www.clarkcommunitychoices.org or call Barbe West at (360) 567-1087.

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, visit 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 or www.balancedforlife.net.



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