



## THE HEALTHY KIDS CHALLENGE Walk Through the Pyramid™

Healthy Fundraiser and Learning Experience!

*Walk Through the Pyramid™* is an opportunity for participants to “hear” a healthy message, “see” the message, and “do” or experience the message by practicing building skills for healthy eating and physical activity.

The infamous *Walk Through the Pyramid™*, a place to explore, learn, and set personal goals for healthy eating and physical activity, is a creation of the nationally award winning Healthy Kids Challenge.

HKC is a nonprofit organization led by registered, licensed dietitians whose mission it is to guide schools, community organizations, and business in creating solutions for kids and families to enjoy healthy eating and physical activity as part of a healthy lifestyle.



People of all ages enjoy taking an actual walk through the USDA “MyPyramid”! Participants experience a fun and interactive way to learn key messages from each food group. Enjoying a rainbow of colors of fruits and veggies, being mindful of “portion distortion”, and Active Play Every Day are all part of the fun messages.

Use *Walk Through the Pyramid™* to get kids and families excited about healthy change. It makes a great fundraiser, too. You have 3 options\* for planning and implementing this great event.



1. Let HKC help you plan, coordinate and implement the event on location. HKC will bring all the signs, tablecloths, display items and registered dietitians to lead participants through the Pyramid. Cost: *Approximately \$5,000 per event*
2. Arrange for HKC to provide an event guide booklet and by phone and E-mail, help you plan the event. Cost: *From \$500-\$1000 per event*
3. Order an event guide booklet from HKC to plan and implement the event yourself. Cost: *\$16.00 for a guide booklet and promotional T-shirt*

\*Because HKC is a nonprofit, there are fees to cover the cost of services for options 1-3. Please contact HKC Director, Vickie L. James, RD, LD for additional information.

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