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**MOVEMENT**   
Healthy Eating & Active Living Initiative of Healthy Belvedere

## EXHIBITOR OPPORTUNITY LETTER OF INVITATION - HEAL EXPO

**DATE:** February 15, 2011

**TO:** Healthy Belvedere Community Partners

**FROM:** Victor J. Belton, Healthy Belvedere Steering Committee Co- Chair  
Ann Brown, Healthy Belvedere Steering Committee Co-Chair  
Jessica Daniels, Healthy Belvedere Project Director

**SUBJECT:** Healthy Belvedere **MOVEMENT** Kick-Off Event – HEAL Expo

Did you know that one in two people in Belvedere Park have a chronic disease such as high blood pressure or diabetes? Did you know that you can help make Belvedere Park a healthier community?

We are inviting you to join us on a journey with the Healthy Belvedere MOVEMENT that will result in greater health and vitality for the people who live, work, worship and play in Belvedere Park. On **Saturday, March 26, 2011 at 10:00 pm** Healthy Belvedere will launch the “Get Up and Move” Kick-Off event. This event will feature the **Healthy Eating and Active Living (H.E.A.L) Expo**. We are inviting local businesses, partners, and health organizations to exhibit and showcase their products/services and share how they can support healthy eating and active living in the Belvedere community.

Enclosed please find the exhibitor registration packet. To participate please complete the registration materials and submit as directed. Please let us know if you have any questions or if you have any specific exhibitor needs. Please contact Ancilla Cruz, Exhibitor Coordinator at 678-973-2186 or e-mail her at [ancilla1@hotmail.com](mailto:ancilla1@hotmail.com).

We look forward to your participation. Thank you in advance for helping us to make the healthy choice the easy choice.



# MOVEMENT

Healthy Eating & Active Living Initiative of Healthy Belvedere

## EVENT & EXHIBITOR FACT SHEET

**WHO:** **The Healthy Belvedere Community Healthy Initiative** -is a neighborhood effort to reduce health disparities associated with chronic illnesses through environmental and policy changes. Healthy Belvedere is based in southeast DeKalb County. The service area is formed on the north by Memorial Drive, Columbia Drive to the east, Glenwood Road to the south, and Candler Road to the west. The initiative is a partnership between Kaiser Foundation Health Plan of Georgia, The Community Foundation for Greater Atlanta, and Belvedere community stakeholders. Kaiser has committed to investing in the Belvedere community over a five to seven year period and the Community Foundation manages the initiative. For more information about Healthy Belvedere, visit [www.HealthyBelvedere.org](http://www.HealthyBelvedere.org).

**WHAT:** **“Get Up and Move” - Healthy Belvedere MOVEment Kick-Off Event**  
The Healthy Belvedere MOVEment Kick-Off will be a 3-hour event that will provide Belvedere Park residents, partners, churches, schools, and HOA’s with activities, inspirational speakers, workshops and presentations, educational handouts and networking opportunities that promote healthy eating and active living.

**WHEN:** **Saturday, March 26, 2011, 10:00 a.m. – 1:00 p.m.**  
Exhibitor Schedule  
8:30 a.m.-9:30 a.m. (Exhibitor Set-up)  
10:00 a.m. – 1:00 p.m. (Event Open to Participants)  
1:00 p.m. - 2:00 p.m. (Event Closes and Exhibit Breakdown begins)

**AUDIENCE:** 250 attendees including: Community Partners, Residents, Churches, Schools, Home Owners Associations and Youth.

**TO EXHIBIT:** Complete the Exhibitor Registration Form. You will receive (1) 6-foot table and (2) side chairs. **Mail Exhibitor Registration Form by 3/12/2011** to: Healthy Belvedere, Inc. – P.O. Box 58 – Decatur, GA 30031. Or Fax to 404/228-7359.

**COST:** There is **NO CHARGE** for exhibiting.

**CONTACT:** For more exhibitor information please call Ancilla Cruz at 678/973-2186 or e-mail her at [ancilla1@hotmail.com](mailto:ancilla1@hotmail.com).

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## EXHIBITOR REGISTRATION

**PLEASE PRINT IN THE SPACES PROVIDED BELOW. REGISTRATION DUE NO LATER THAN 3/12/2011**

Legal Name of Exhibitor: \_\_\_\_\_

Exhibitor Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Main Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

Website Address: \_\_\_\_\_ Email Address: \_\_\_\_\_

Exhibitor's Contact Name: \_\_\_\_\_

Contact's Title/Position: \_\_\_\_\_ Contact's Office Number: \_\_\_\_\_

Exhibitors Name (s): Please write the name and title of each representative who will attend this event.

Exhibitor 1: \_\_\_\_\_ Title: \_\_\_\_\_

Exhibitor 2: \_\_\_\_\_ Title: \_\_\_\_\_

Please briefly describe your product or service below (please attach your company's brochure to this application): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### IMPORTANT EXHIBIT INFORMATION

#### Exhibit Schedule:

Saturday, March 26, 2011

8:30 a.m. – 9:30 a.m. (Exhibit Set-Up)

10:00 a.m. – 1:00 p.m. (Event Open to Participants)

1:00 p.m. – 2:00 p.m. (Event Closes and Exhibit Breakdown begins)

#### Exhibit Fee:

There is NO Fee for this event. You will receive (1) 6-foot table and (2) side chairs.

#### Mail Exhibitor Registration Form:

Please send this completed Exhibitor Registration Form by 3/12/2011 to: Healthy Belvedere, Inc. – P.O. Box 58 – Decatur, GA 30031. Or Fax to 404/228-7359. For more information please call Ancilla Cruz at 678/973-2186