

CHOOSE HEALTHY

You've seen the Find Your Balance posters hanging up around your school! You have the option to cut out pictures of foods that make you balanced, and use them to make your creative campaign.

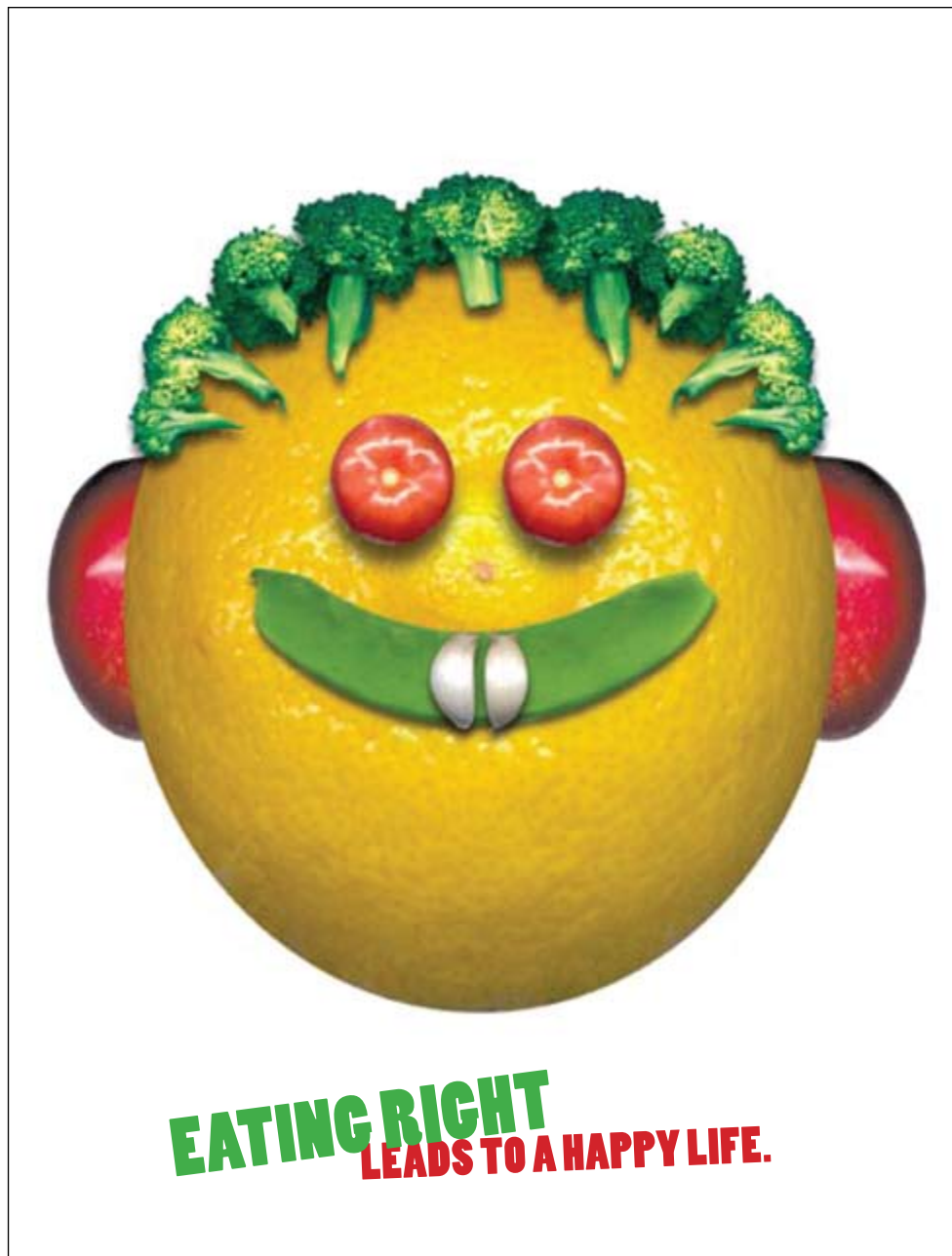
Now it's your turn to spread the word! Get other students talking about what it means to be HEALTHY. Use your imagination to create a campaign that shows how you stay balanced.

The following pages give you examples of campaigns to help you get started. In addition, you will find images of fruits, vegetables, low-fat and high fiber foods. You have the option to cut out the foods that make you balanced, and use them to make your creative campaign.

Maybe your campaign will be included in the next round of posters hanging up in your school.



MAG YOUR AD

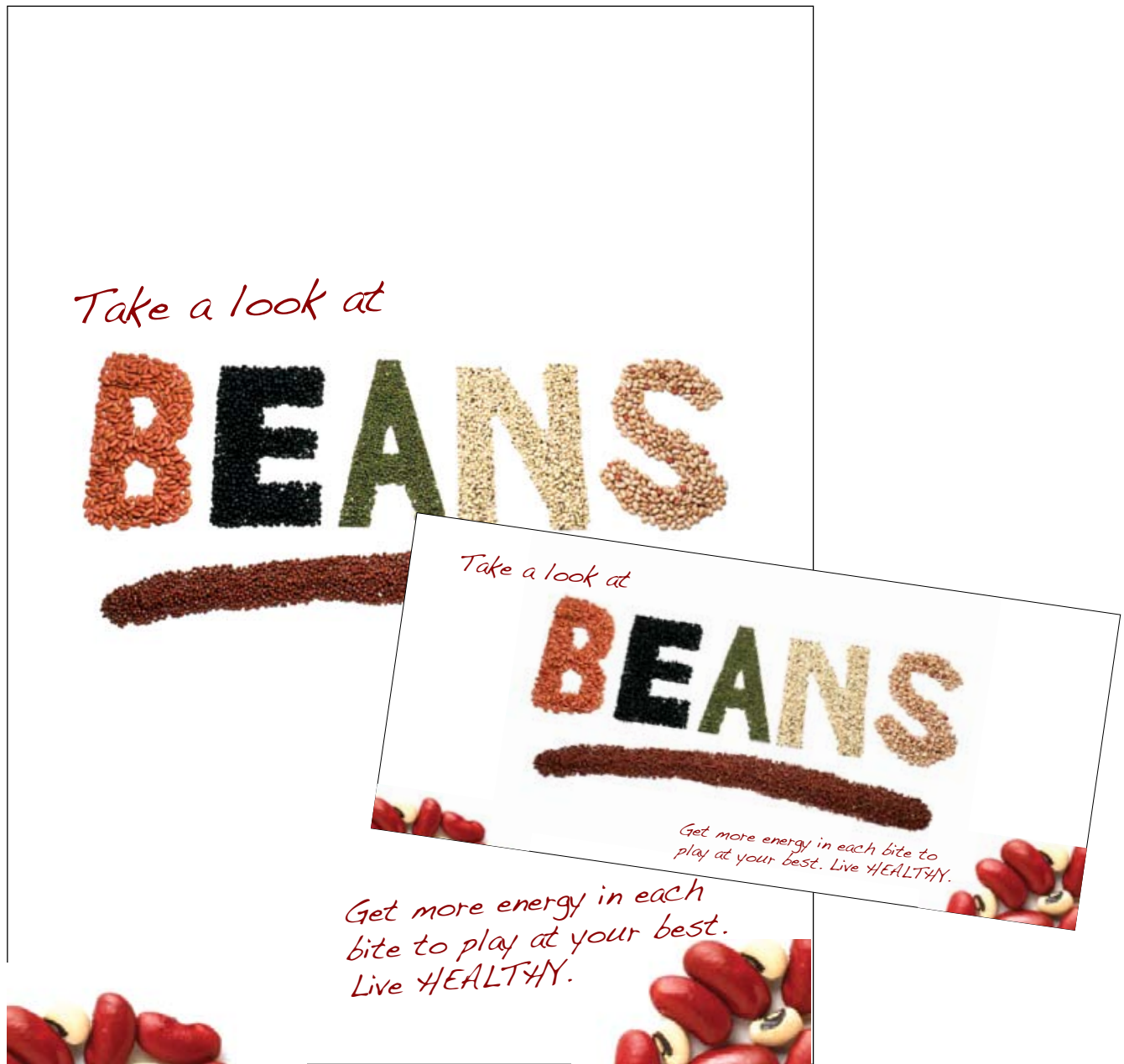


What's your favorite magazine? Think of the ads you've seen in the magazine. Ever think you could make one? Now's your chance! What would you do if you could create an ad to put in your favorite magazine?

Use the images of the different foods, and your creativity, to develop a magazine ad that shows what **HEALTHY** balance means to you.



SUPER-SIZE YOUR AD



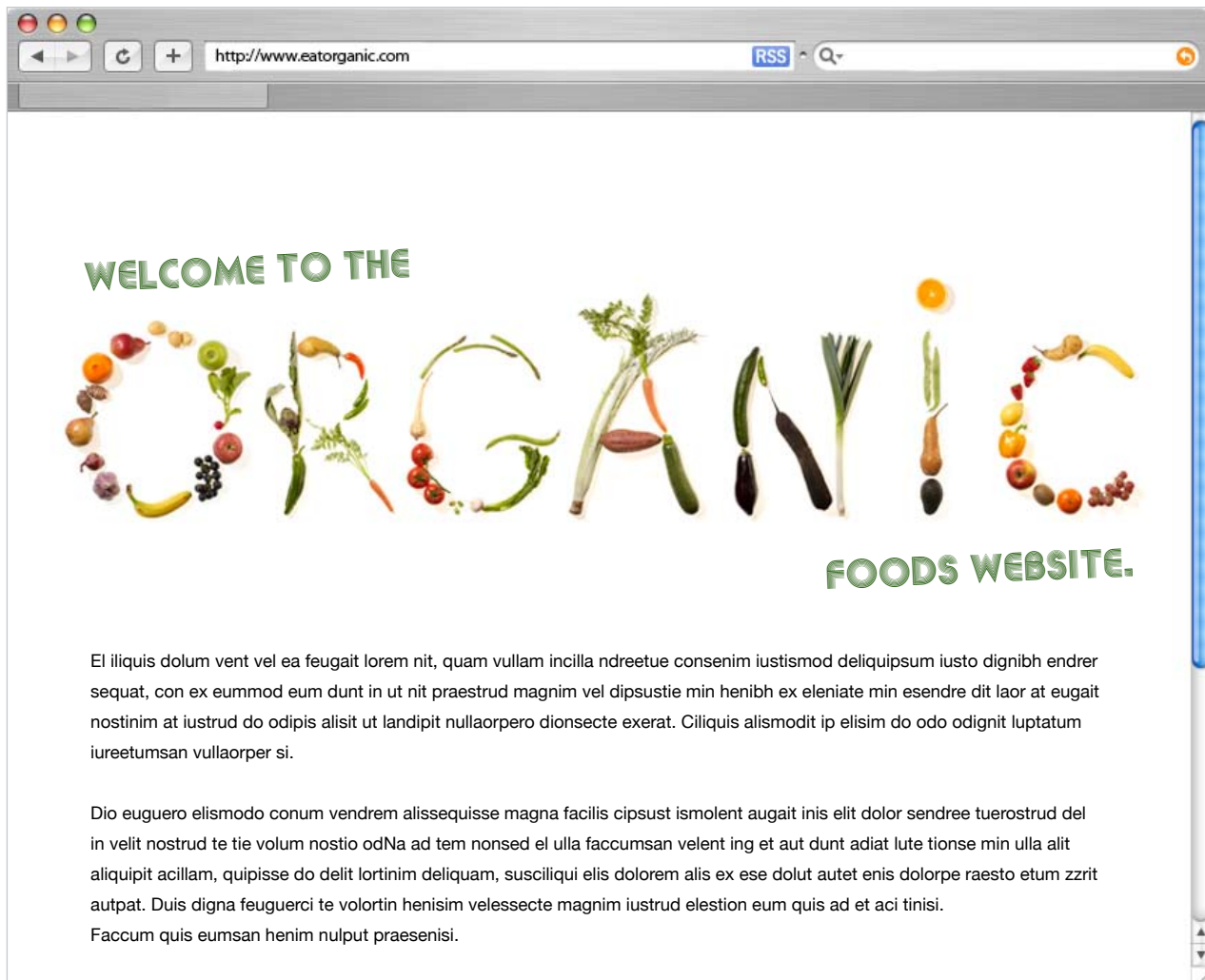
When you see a huge ad on a billboard, what does it say? If you placed a large message on a billboard in your neighborhood, what would you tell your friends to balance food and exercise?

A person jumping rope with fruit? A HEALTHY word made of vegetables? Someone skateboarding on a loaf of bread?

It's up to you and your BIG IDEA!



PUT IT ON THE WEB



Why not make a webpage? It's high-tech and high-design. You won't be able to put it on the web, but push your creativity to the limit. If you could put your ad on the internet, what would it look like?

Design a webpage with awesome, sweet, tight (or whatever's cool to you) images made up of your favorite HEALTHY foods to tell your friends what it means to live a HEALTHY balanced life.



MAKE IT FUNNY



Living HEALTHY doesn't always have to be serious. Bring some comedy to it. Create a cartoon and illustrate it with the images of food. Make a character with a thought bubble, or do a comic strip.

Show your friends how living HEALTHY can be fun.



Tips for Your Masterpiece

- Idea worksheet – Sketch and write down your ideas before you dive into creating your ad. It will give you a better idea of what you want to do.
- Cut out everything you need – Make sure you have all the stuff you need ready to go when you start piecing your ad together.
- Place before you paste – It's a good idea to figure out where you want to place your food image before you paste it. Remember: once it's glued, you're stuck."
- Be imaginative – It's all about you. Don't hold back. Make your ad as creative as you can. There's nothing stopping you from putting your ad on T.V.

Have fun with it. The objective is to express yourself.
Show everyone how you balance eating right and exercising.
Be creative. Your imagination is your limit.



