

THE EAT-WELL PLAY-WELL PLEDGE

[Name of Store], located at [address: street, city, state, zip code] proudly accepts the Eat-Well Play-Well pledge. Starting [enter date], [Name of Store] pledges to take the following steps in order to help improve the overall health of children in [name of county]:

A. Store Aisles

1. Store aisles that contain toys

If an aisle contains toy merchandise for sale, then no food or beverage shall be sold on that aisle unless it meets the Eat-Well Play-Well Pledge standards.*

2. Store aisles that contain candy, soda, or cereal

If an aisle contains either candy, soda, or cereal for sale, the store will either (1) offer no toys for sale on that aisle, or (2) if toys are offered for sale (either on clip strips, or some other display, such as middle aisle boxes or pop-ups), then the toys will be limited to toys that promote physical activity for children. The store will select these items at its discretion. Toys that promote physical activity include jump ropes, jacks, Frisbees, balls, hackysacks, kites, and toddler golf clubs. Examples of toys that do not promote physical activity are silly bands and tattoos.

B. Store Action Alleys (for stores that utilize action alleys)

1. The sale of healthy foods and/or beverages that satisfy the Eat-Well Play-Well standards* are encouraged in action alleys of the non-grocery sections of the store.
2. Sale of physical activity toys (e.g. playball rack, Frisbees, kite display) are also encouraged in action alleys of the grocery section of the store..

**Please see attached page for the Eat-Well Play-Well Pledge standards*

EAT-WELL PLAY-WELL PLEDGE STANDARDS

Foods and beverages satisfy the Eat-Well Play-Well Pledge standards if they meet the following nutrition standards (per package/item):

- No more than 200 calories;
- No more than 35% calories of total calories from fat, excluding nuts, seeds, and cheese;
- Less than 10% total calories from saturated fat;
- No more .5 grams of trans fat;
- No more than 35% of calories from sugar, excluding yogurt and fruit;
- No more than 200 milligrams of sodium; and
- Contain no artificial sweeteners

Examples of foods and beverages that satisfy the Eat-Well Play-Well Pledge standards:

- Any fresh fruit or vegetable (bananas, apples, carrot and celery sticks)
- 100 Calorie Packs
- Kashi Granola Bars
- GoGo Squeeze Fruits
- Bottled water