

case study

Client:
City of Knoxville

Project:
Eat, Play Live Knoxville

Goals:
Promote local food sources and active lifestyle resources in supporting healthy living. Recruit local volunteers to champion the programs in their own neighborhoods.

Strategy:
Deployed grassroots community-based campaign featuring fresh food vendors, nutrition-based education and healthy living resources.

Result:
• Three neighborhoods engaged more than 150 volunteers to increase delivery of health-conscious programming to targeted communities.

★ ADDY Award winner

fletcher
Marketing + PR + Social



Eat Play Live
[KNOXVILLE]

Check out the screening of the movie
★ **FRESH** ★
★ www.freshthemovie.com ★
March 9, 2012 at 7:30 p.m.
Relix Variety Theatre, 1208 N. Central Street

FRESH celebrates the **farmers, thinkers** and business people across America who are re-inventing our food system. FRESH can only be viewed at a screening event like on March 9. More information at www.freshthemovie.com.

Jill Richardson, author of "Recipe for America: Why Our Food System is Broken and What We Can Do To Fix It," will lead a group discussion following the movie.

Three Rivers Market will provide light refreshments.

Space is limited and attendees must be registered in advance. Register today by emailing your name and contact details to info@eatplayliveknox.com or by calling 865-215-5170.

Participant Pledge:
Attendees will be asked to choose an action to take at home or in the community and will be contacted for follow-up and reporting on their pledge. Please be willing to support this effort if you plan to attend the movie screening.

REGISTER NOW

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Eat Play Live
[KNOXVILLE]

the Un-Conference

Saturday
March 10th, 2012
8:15 a.m. – 2 p.m. ★ **L&N STEM Academy**

Three Areas of Focus:
Grow Food Yourself – Options for Your Space
Outdoor Action – Active Neighborhoods & Safer Streets
Farm to Fork – Local Farm Choices

Light breakfast and lunch provided along with easy-to-use participant gifts. This project is funded under an agreement with the Tennessee Department of Health, and is brought to you by the Knox County Health Department.

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Relix Variety Theatre
1208 North Central Street

is helping people become directly involved in local food sources and active outdoor spaces in support of their own healthy living.

Eat Play Live
[KNOXVILLE]

the Un-Conference

Saturday, March 10, 2012
8:15 a.m. – 2 p.m.
L&N STEM Academy
401 Henley Street
World's Fair Park

REGISTER NOW

Three Areas of Focus
Grow Food Yourself
Options for Your Space
Outdoor Action
Active Neighborhoods & Safer Streets
Farm to Fork
Local Farm Choices

Participant Pledge:
Attendees will be asked to choose an action to take at home or in the community, and will be contacted for follow-up and reporting on their pledge. Attendees go home with lots of fun and practical items for their garden, kitchen and neighborhood. Registration limited to the first 100 and is at no charge, so sign up today!

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NO COST TO ATTEND - REGISTER NOW AT:
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or by calling 865.215.5170

And Thanks to **METRO PULSE**