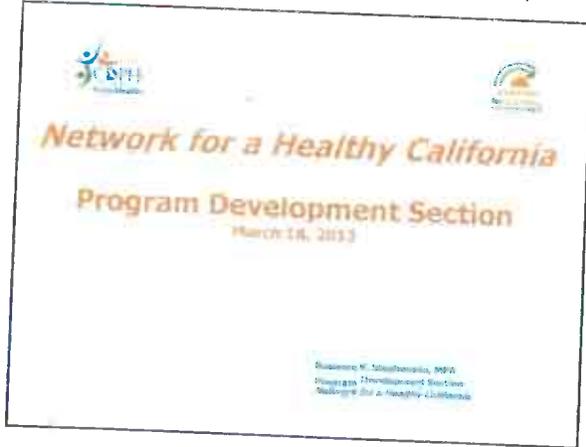
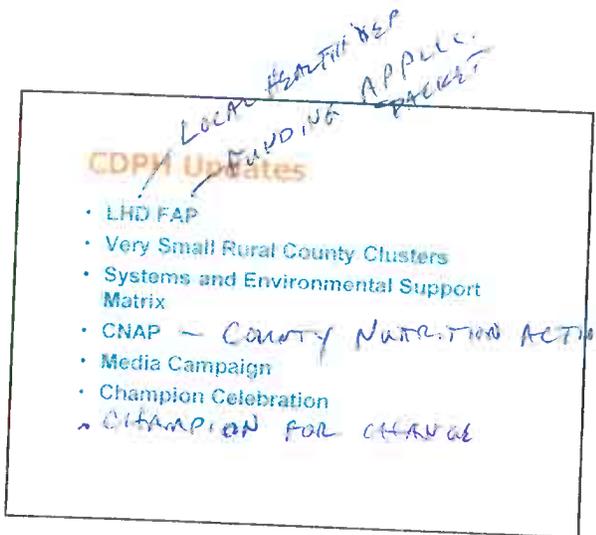


FNS Nov: 2014 SNAP ED GUIDANCE - RELEASED NEXT YEAR.







NEOP Campaign

Focus Tested with the Target Audience
NEOP Campaign – MSEM materials
Landing Pages on Network website
Call to action for materials and resources
Webisodes

Explos for Extranet

↳ Short, informational, interview style

Celebration Ad Launch Screening Event

- Hold the ad screening in LA
- Spotlight Champion Moms, dads, Grandmas and Kids that were featured in the spots
- Provide Network-funded partners with message points, fact sheets and backgrounders

Celebration Ad Launch Screening Event (cont...)

- Where: Barndell Gallery Theater *in LA.*
- When: April 16, 2013 from 10:00 - noon
- Chef Niki Shaw will moderate a panel of the obesity epidemic and fight in California with a
- Champions will be recognized
- Screen ads
- LA Regional Network and LAUSD with 50 parents

CONTACT US

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