



Shape Up US Health & Wellness Expos

Shape Up US is part of the national movement to improve the health of our communities by stemming the tide of heart disease. Shape Up US offers free healthy lifestyle expositions and activities in cities throughout the nation. Each Health & Wellness Expo is designed to promote wellness, create awareness and educate the public about prevention of heart disease, while providing a day of fun for the entire family.

These Health & Wellness Expos:

- Prompt discussion of health and wellness among family members, teachers and schools on how to assess and address their personal and community wellness.
- Strengthen community by connecting local and national businesses, media, sports teams, universities, non-profit organizations, and city service organizations (fire and police departments, hospitals, and local governments) with local residents around a focus on wellness.
- Introduce **The Hip Hop Healthy Heart Program for Children™** is a K-6th grade comprehensive wellness literacy education curriculum that has been created to **“Build A Culture of Health”** through our educational system.

Host Venues: Each city partners with Shape Up US to host an Expo(s) to share the message of the importance of health and wellness among community members. Together we identify the best location for the event and we work together to make the project a success, attracting stakeholders and public participants alike.

Children of all ages enter the Expo FREE and register at the entrance, unless previously registered on line at www.ShapeUpUS.org. All registrants are automatically entered into a drawing for fabulous prizes. As soon as they enter, they can begin discovering the wealth of information, physical activities, demonstrations and entertainment.



Hip Hop Program Theme Participating Vendor Categories

Heart Health	Cardiologists, Hospitals, NextCare/Urgent Care, American Heart Association, Insurance Companies
Dental Care	Dentists, Dental Schools, Dental Hygiene Product Manufacturers
Fitness	Health Clubs, Sporting Goods Stores, Fitness Clothing and Equipment Manufacturers, National and Local Sports Teams, Marshall Arts, Dance and Gymnastic Schools, Personal Trainers, Sports Parks
Nutrition	Chefs, Grocery Stores, Restaurants, Healthy Food Manufacturers, Cooking Schools, Cooking Retail Stores, BBQ , Culinary, Health Food Stores, Cooking Classes
Mind	Meditation Studios, Karate, Tai Chi, Qigong, Yoga, Mindfulness Centers, Psychologist, Mind-Body Centers, Spas, Massages, Facials, Reiki, Reflexology, Cranial Therapy, hypnosis, Movement Therapy, Bodywork, Counseling
Financial	Banks, Credit Unions, Equity, Wealth Advisors, Investment Companies, Lender, Insurance Companies, Credit Card Companies and Credit Cards Processing, Loan Officers, Auto Finance, Loan Modification Companies, Trusts, Security Companies, Personal Credit Institutions, Mortgage Bankers
Tools for a Positive and Productive Lifestyle	Fire Departments, Local Police, Utilities, Real Estate Companies, Insurance Companies, Banks, Tax Preparation Companies, Homeopathy Schools, Universities, Driver Education Schools, Home Improvement Stores, Printing Companies, School Alumnae Associations, Department Stores
Sustainability	Electric Companies, Gas Companies, Waste, Solar, Sustainable Schools, Colleges, Green Chamber, Green businesses, Transportation, The City, Architects, Builders, Construction, Car Dealerships, Insurance Companies, Transportation, Insurance Companies

5K Walk/Run is organized, representing an important component of health promotion—physical activity.

Activities: Exhibitors each offer an activity for those who attend the event, providing a variety of fun. Thousands of participants at this all-day event enjoy fitness contests, games, hands-on cooking for adults and youth, food tastings, arts and crafts, inflatables, healthy giveaways, face painting, prizes and much more.



Entertainment: Continuous live entertainment features local and nationally recognized musicians, entertainers and performers, including Eric James our hip hop artist, dance and martial arts troupes.

Marketing & Promotions:

An extensive advertising, marketing and PR campaign will deliver thousands of attendees to the event. Shape Up US works closely with host community organizations and media outlets to ensure that the event receives local coverage.

The campaign includes:

- Radio
- Television
- Newspapers
- Magazines
- Social Networking: Facebook, Twitter
- E-Blasts
- Website
- Flyers: throughout the community (schools, supermarkets and local businesses)
- Movie Theatres (if available)
- YouTube

***100% of All Donations will sponsor a teacher or school ~ to receive **The Hip Hop Healthy Heart Program for Children™ Curriculum** to implement into their Classrooms, P.E./Wellness, After-School Programs, and/or Camps

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<http://www.shapeupus.org/>
<http://www.Clap4Health.com>