



## Healthy Food Options at Festivals and Events

FIT Concessionaire, introduced in Spring 2010 by the Town of Cary Parks, Recreation & Cultural Resources Dept. in partnership with Advocates for Health in Action (AHA), helps organizers consider health in planning. FIT Concessionaire is a tool that guides event organizers as they encourage businesses and organizations selling food at festivals and events to include healthy options for patrons. It can also be used to highlight healthy choices at staff functions.

Registered dietitians, who work with AHA, are available at no charge to advise event organizers about proposed options or the development of new healthy menu items.

### Who Should Use Fit Concessionaire?

- Municipalities
- Wake County
- AHA partners
- Businesses

Use FIT Concessionaire when planning events or staff functions!

To use FIT Concessionaire, contact [info@advocatesforhealthinaction.org](mailto:info@advocatesforhealthinaction.org)

### Nutritional Guidelines for FIT Concessionaire Items:

Maximum of:

- 200 calories (entrees may exceed this guideline)
- 480 mg sodium
- 30% calories from fat
- 35% sugar by weight
- 10% saturated fat

### Logo and Incentives

Organizations using Fit Concessionaire may include the logo on their signage, which AHA will provide in electronic format.

A sample flier about FIT Concessionaire at the Town of Cary's Spring Daze Festival is available as an example for organizers.



Organizers are encouraged to advertise healthy choices and use the FIT logo on promotional materials and signage, and may choose to incentivize participation by refunding the concessionaire application fee through a healthiest concessions contest. Highlighting the FIT items is a win-win for event organizers and concessionaires.



AHA fosters and supports community efforts to increase access to healthy foods and physical activity in Wake County through policy, systems and environmental change.

[www.AdvocatesforHealthinAction.org](http://www.AdvocatesforHealthinAction.org)