



NEWS RELEASE

Contra Costa County Supervisor
JOHN GIOIA (joy-a)
District One
Board of Supervisors

For more information contact:
Terrance Cheung – Chief of Staff
Office 510-374-3231
Cell 415-990-2087
Luz Gomez – Deputy Chief of Staff
Cell 925-785-2439

FOR IMMEDIATE RELEASE

October 24, 2007

SUPERVISOR GIOIA AND STAPLES GIVE WEST CONTRA COSTA COUNTY PARENTS HEALTHY ALTERNATIVES TO UNHEALTHY TREATS FOR HALLOWEEN

What: Healthy Halloween Supplies Give-away
Where: Office of Supervisor John Gioia
11780 San Pablo Avenue, Suite D
El Cerrito, CA
When: **Tuesday & Wednesday; October 30th & 31st, 2007**
3:00 p.m. – 5:00 p.m.

EL CERRITO, Calif., Parents who want to give healthy treats other than candies and sweets this Halloween will be getting some help. Contra Costa County Supervisor John Gioia and Staples of El Cerrito are teaming up to give bags of non-candy Halloween treats to parents in West County. The supplies are intended to give parents some ideas of non-candy treats to give to the trick-or-treaters on Halloween night.

As part of his campaign for healthy eating and active living, Supervisor Gioia has made it his priority to counter the tradition of giving candy at Halloween. "Children today live in a world full of junk food and are heavily targeted by advertisers of unhealthy food," said Supervisor Gioia. "We should offer healthy alternatives at Halloween."

For Supervisor Gioia, fighting the giant corporations that spend \$12 billion annually on junk food advertising starts at home. "My wife Jennifer and I have started a family tradition last year," said Supervisor Gioia. "Instead of candies, we give out pencils, erasers, and stickers on Halloween."

The Halloween bags will include school supplies such as sparkly highlighters, unsharpened pencils, erasers, fun stickers, holographic rulers, non-toxic glitter glue, and colorful hair bands.

"Staying healthy is important," said John Moniz, manager at Staples El Cerrito. "I'm glad we were able to partner with Supervisor Gioia to make this Halloween safe and healthy."

Halloween bags will be given away each day on Tuesday, October 30th, and Wednesday October 31st from 3 to 5 in the afternoon at Supervisor Gioia's office.

Supplies that haven't been given away will be taken to the RYSE Youth Center at 41st St. and Bissell in Richmond on Halloween night where there will be a Halloween gathering for neighborhood kids.

Other ideas for healthier Halloween "treats" include: temporary tattoos, bracelets and rings, coloring books, key rings, notepads, cute magnets, whistles, bubbles, and small toys like spinning tops, plastic animals, jacks, and yo-yos.

###