

2017 WFA ACHIEVEMENT AWARDS PROGRAM

Innovations & Management Excellence

FORM FOR DIVISIONS 13 – 27

FAIR NAME: Colorado State Fair

CLASS: 3 (Example: Small Fair = Class 1)

DIVISION: 16

a) What was the goal? Define the challenge/ problem/target audience and explain what you were trying to accomplish.

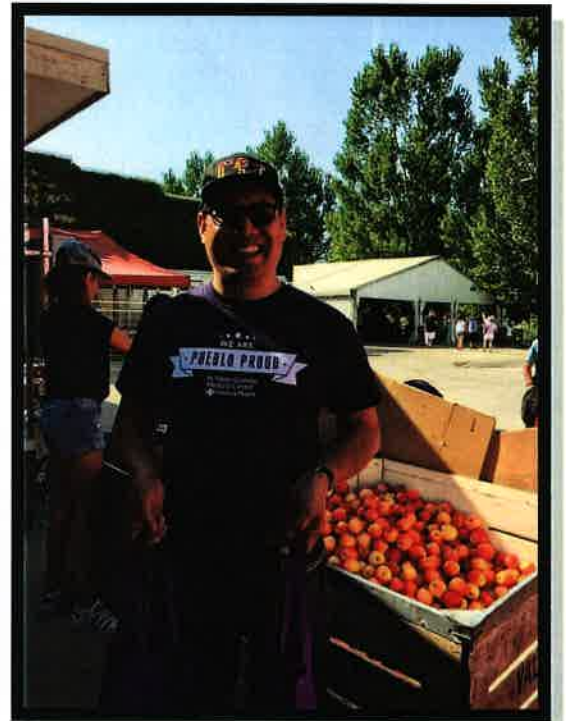
The goal of Health Day is to promote health at the Fair in a family friendly atmosphere. Generally, fairgoers visit to splurge on greasy favorites such as deep fried twinkies and corn dogs. This makes it difficult to promote healthy options and lifestyles at the fair. A majority of our audience is within an 80 mile radius although we did have a few race entries from across the state and country.

b) How did you achieve the goal? What steps were taken to solve the problem or accomplish the goal? Who was involved in the project? Include any working relationships with other agencies/groups.

After a few years of promoting health through community partner booths at the Fair we decided to add the new Colorado State Fair Stampede 5K race and fun walk to the day. Health Day is a collaboration of events and partnerships with St. Mary Corwin Medical Center and Kaiser Permanente. We host several healthy living stations and activities for the entire family. We offer the 5K Stampede and fun walk, FREE fruits and vegetables are handed out, a mega brain exhibit to experience and the new family favorite Goat Yoga.

c) What were the results? Include tangible and quantifiable benefits such as financial, public or media awareness and attendance. Use percentages when applicable.

Health Day was a success the last two years, we have grown from a small group to a broad range of community members who come to experience all of the parts and pieces. Our 2nd annual Stampede (5K & Fun Walk) has grown since it's first year, with attributes to our Goat Yoga and family friendly runners village. St. Mary Corwin and Kaiser Permanente continue to be important partners in the success of this event with their healthy stations and various exercise events they offer.





Colorado State Fair

STAMPEDE

RUN FUN WALK

5K

September 2nd

Colorado State Fairgrounds
1001 Beulah Ave.
Pueblo, CO

Start Time: 9:00 am
Run/Walk

Open To All Ages

Presented By:
KAISER PERMANENTE.

Register at:
www.nclive.com or visit coloradostatefair.com
Contact: Alison
cdo_cst_spoons@state.co.us

Participants receive admission to the Fair, T-Shirt and Swag Bags.




Colorado State Fair

STAMPEDE

RUN FUN WALK

5K







GOAT VOGA

Join **Studio Share** and **3 Sisters Farm** for **Goat Yoga**
at the **Colorado State Fair**

Time: Fountain Park @ 10am
Place: The State Fair Grounds
Price: FREE w/ Gate Admission



185 W. 4th Street Pueblo, CO 81003
1777 Pine Dr. Pueblo West, CO 81097
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3 Sisters Farm
1521 11th Lane
Pueblo, CO 81006



PDF Entry Information

Exhibitor Name: Trisha Fernandez

WEN: B91488

Division: Section 2 - Innovation & Managemen

Class: 16 New Wellness Program

Title: Health & Wellness Day

Description:

Notes:

