



CHAMPIONS FOR CHANGE BRAND TOUR & WORKSHOP, BAY AREA REGION

**Tuesday, September 30
9:30 AM – 12:30 PM**

**Alameda County Office of
Education, Main Auditorium**
313 W. Winton Ave., 1st Floor
Hayward, CA 94544

Regional contact:
Joe Prickitt
(408) 792-5118

**For More Information,
Please Contact:**

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- or -
Becky Larson
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Rebecca.Larson@cdph.ca.gov

**To RSVP, please return
attached registration form by
Friday, September 5 to:**

Diane Padilla at
dpadilla@painepr.com or fax #
(213) 430-0494

**GET UP CLOSE AND PERSONAL WITH THE NEW
BRAND AT THIS HANDS-ON TRAINING SESSION!**

WHO: *Regional Network* project directors, *Network*-funded programs and partners, and anyone working on *Network*-related materials are all encouraged to attend this informative session on how to use the new Champions for Change brand in all of your written communications!

WHAT: Brought to you by the *Network for a Healthy California (Network)*, this, three-hour, interactive workshop will offer:

- A look at the *Network*, the re-branding, and where we go from here
- A review of basic design principles
- A close-up look at the Brand Guidelines Manual
- Tips for personifying the Champions for Change brand
- Communications resources available to *Network*-funded partners
- Answers to your brand-related questions
- Personalized technical assistance to help you apply the Champions for Change brand in your current or future written communications

Please be sure to bring any *Network*-related materials you have developed (or are developing) for on-site technical assistance!

Funded by the USDA's Food Stamp Program, an equal opportunity provider and employer. For information on obesity prevention or food stamps, call 1-888-328-3483.