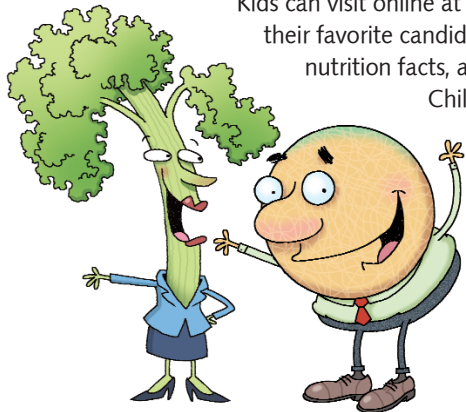


short takes

Fruit & Veggie Election 2008

With candidates like Broccoli Obama, John McCanteloupe, Carrot Giuliani and Celery Clinton who wouldn't want to vote? Children's Health Institute launched the "Fruit & Veggie Election" in an effort to promote the election process, as well as healthy eating.

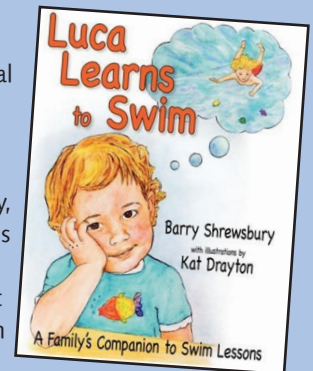


Kids can visit online at www.fruitveggieelection.com to vote for their favorite candidate, as well as find fun information, nutrition facts, and health benefits of fruits and veggies.

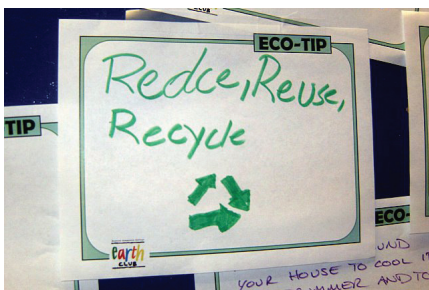
Children are also invited to create election slogans, posters and more, with a chance to have their work featured in national children's magazines and online. Primary election voting is underway and the candidate from each food party will be announced on August 15th, after which kids can vote for their ultimate winner. So who will it be – fruit or veggie?

Luca Learns to Swim

Written by professional swim instructor, Barry Shrewsbury, Luca Learns to Swim is the perfect companion to your child's swimming lessons. Through an engaging story, this book will inspire, encourage, and reduce your child's anxiety about swimming. (Author House, 2007, softcover) Visit online at www.lucalearnstoswim.com



Cool Kids Goes Green



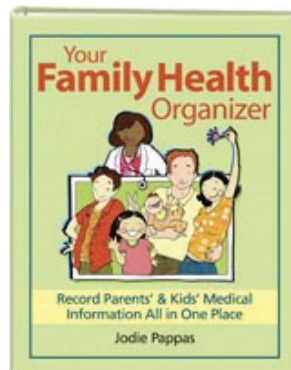
The average American family uses over 950 plastic shopping bags a year – and most aren't recycled. So how can you help out the planet and have fun? Cool Kids has the answer! Several sponsors of the Cool Kids event series donated hundreds of reusable shopping bags that they are giving away for free at upcoming Cool Kids events. Plus, families can sign up for No Junk Mail, Adopt-a-Stream Kits, recycle their old cell phones and sneakers, and have fun, while helping the planet! Cool Kids events are held at 7pm every Friday night during the summer in Sagawa Park, Brockport. For more info visit online at www.generationcool.biz or call the Cool Hotline at 673-3984.

Inspire Kids to be Active & Have Fun!

PEDZ announces the first pedometer designed just for kids! With these cute, easy-to-use, frog-shaped pedometers kids can count steps, miles, and calories burned. Plus, each pedometer comes with a web ID where kids can visit online at www.mypedz.com to sign up for an account to set goals, challenge friends, and more! Available online at www.mypedz.com for \$12.99 plus \$5 shipping.



Your Family Health Organizer



This portable, user-friendly notebook makes it easy to keep all your family's medical information assembled together in one place. Divided into color-coded sections, everything will be right at your fingertips – appointment dates, medication information, allergies, your child's growth, and more. The organizer comes equipped for two parents and three children, but additional pages are available for additional kids, and even grandparents. *Your Family Health Organizer*, by Jodie Pappas, Robert Rose Books, 2007, \$19.95.