

Title: Journey to Wellness Farmers Market Poster (mailed)

Submission Category: Communication award (poster)

State: KY

Contact Person: Jamie Allen

Title: Internal Consultant

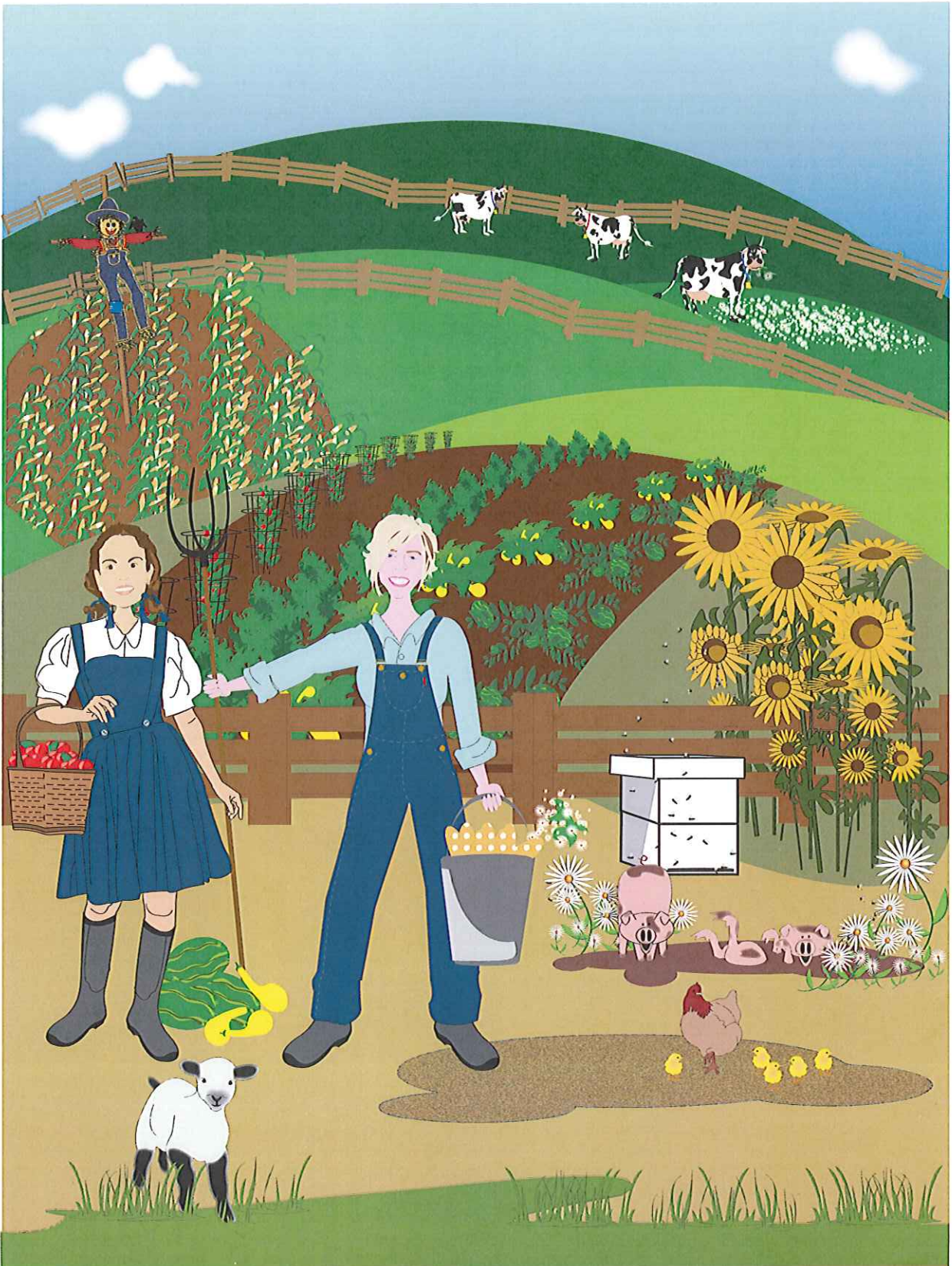
Agency: Personnel Cabinet

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1. **Please provide a brief description of the submission.** This poster was created to create awareness around an annual farmers market event. Farmers Markets are a great way to allow local farmers to sell Kentucky proud products. We also saw this as an opportunity to promote healthy habits by encouraging employees to eat fresh fruits and vegetables. The two caricatures featured on the poster are Tracie Meyer, Wellness Coordinator (left) and Stephanie Marshall, Wellness Director for the state of KY (right). Employees across the state recognize these two employees and make the immediate connection to wellness at a moment's glance. The other details of the poster highlight some of the produce that was actually sold while adding an element of fun.
2. **How long has the submission been in existence?** This poster was created in 2009.
3. **Why was the submission created?** This poster was created to attract employees and residents to our local farmers market.
4. **How does this submission support the goals and objectives of your agenda/department?** Our agency believes in wellness and healthy lifestyles. This poster raised the awareness of the healthy eating benefits while informing employees and residents where to purchase fresh product grow in our own state.
5. **Have you been able to measure the effectiveness of this submission? If so, how?** There were about 150 people in attendance at this event. Without this poster, I'm not sure the word would've reached so many. I have to believe that more people would have attended if it were not for the rain and clouds that were present. One should also consider this good attendance for an event held in the early afternoon during the work week.



Journey to Wellness Summer Kick-Off Franklin County Farmers' Market

Located on Wilkinson Blvd. at the Kentucky River View Park across from the Capital Plaza Hotel.

June 18, 2009 11:00am to 1:00pm



Chef cooking demonstration, tasting, games, prizes and more!

