

Pictured: University of New England students from the Pre-Dental club, wearing vegetable costumes provided free by the Coastal

Healthy Communities Coalition.



Heart of Biddeford added a few health-related twists to this year's Downtown Easter event. First, we decided in 2012 to make the downtown event a

scavenger hunt to find bunnies rather than a candy egg hunt. (We partnered with the Rec Department, who did hold a candy hunt.) Feeling that one candy hunt was enough, we wanted to encourage kids to walk around and get outside, without all the emphasis on sugar. The bunny scavenger hunt was a success again this year, bringing 200 kids and their families downtown.

In addition this year we recruited volunteers from UNE to dress in vegetable costumes. They called themselves the "Healthy Maine Streets Fruits and Veggies" and mingled with the kids and congratulated them on getting outside for exercise and fresh air.

This event was never considered a health-related event in the past, however we were able to capitalize on the HMS energy to actually promote healthy choices with 200 eager young people.