Healthy Highways **Driving Families Healthy**



The Need



Barriers to Family Travel on Byways



Travel to Rural Areas



The Opportunity



Four Elements of Kid Healthy Trave

Four Elements



Restaurants 1. 2. Recreation 3. Lodging Retail 4.





One-on-one Technical Training





Kid Healthy Menus

Brew Unto Others



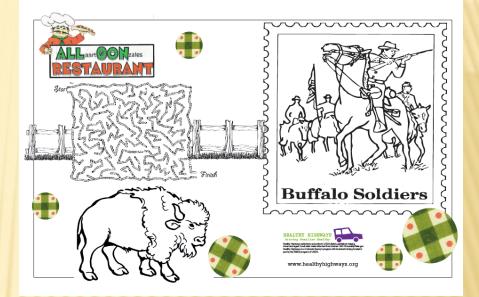


Highway of Legends Scenic Byway



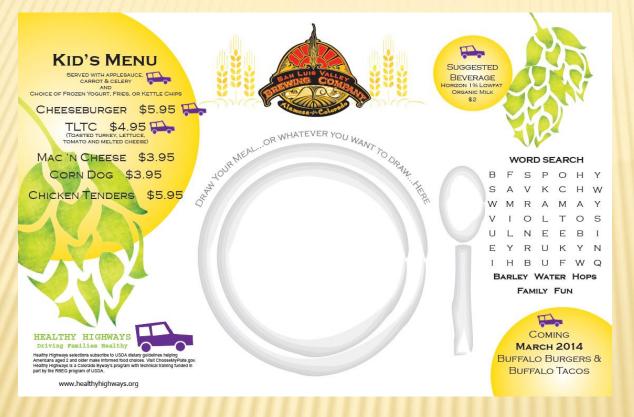
All Gon Restaurant





Los Caminos Antiquos Scenic Byway

SLV Brewing Company



Los Caminos Antiquos Scenic Byway

Delicious Orchards



West Elk Loop Scenic Byway

The Living Farm Cafe



TOAD IN A HOLE Homemade whole wheat bread with an egg Cooked into the middle, served with fresh apple

KIDS' FRENCH TOAST Whole wheat toast, egg washed, and covered in honey sweetend peach and strawberry sauce

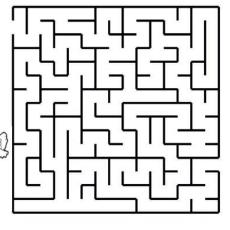
APPLE MOUSE PANCAKE Whole grain gluten free panCake with fresh apples cooked in, in the shape of Mickey Mouse

www.healthyhighways.org

Americans aged 2 and older make ices. Visit ChooseMyPlate.gov.

HEALTHY HIGHWAYS





LUNCH AND DINNER

KID VEGAN'S DELIGHT Seared risotto cake, sautéed seasonal vegetables and beets with pinto beans and a mild curry sauce

LAMB NACHOS

Homemade corn chips with pulled grass-fed, lean lamb-braised, organic cheddar, pinto beans, and shredded lettuce

KID BURGER

Homemade sesame seed bun, grass fed beef party, Cheddar or IoCal goat Cheese optional, served with a side of apple fries

KID CHICKEN POT PIE

Roasted free range Chicken breast, Carrot, Celery, potato in Chicken au jus, nestled in a homemade pie shell

SPAGHETTI AND MEATBALLS

Made from sCratch to order using whole wheat Mac noodles, real organic Cream and Cheeses. Carrot sticks and fruit or Veggie on the side



West Elk Loop National Scenic Byway

Two Sisters Restaurant



Facebook



Website



Secret Shoppers

Seeking Partners in Recreation

PUBLIC RELATIONS

- x Develop distribution list and contacts
- Content-press release
- × Press trip

DISTRIBUTION LIST

 Focused on bloggers, magazine, newspapers, internet sites
Topics included families, food, and activities

CONTENT

Release – Five Colorado Scenic Byways Unite for "Kid-Healthy" Family Families

PRESS TRIP

- × Highway of the Legends
- × Dates: July 10-13

- The West Elk Loop Byway "Kid-Healthy" Take A Hike Press Trip
- x Dates: August-October

WORKING WITH FAMILIES IS DIFFERENT

- Understand the families needs and expectations
- × Make the trip easy
- Include web sites and social media outlets in the agenda
- Schedule time with the family ontheir first day t go over agenda and maps
- **×** This is the time for your Byway to shine

WHAT WORKED/WHAT DIDN'T

× Didn't work

- + Family photos
- + List of activities/restaurants/lodges
- + Detailed content from each byway

× Worked

- + Generated great interest
- + Placement in the Dallas Morning News and Childmode