



## TUNE IN TO KIDS FAIR

*A Celebration of Life and Learning Beyond the Screen*

Saturday, April 14, 2007 10 a.m. - 4 p.m.

Idlewild Park - 1900 Idlewild Drive, Reno (Free Admission)

[www.TuneInToKids.org](http://www.TuneInToKids.org)

**WHAT:** A celebration of life and learning beyond the screen. The Tune In To Kids Fair is an interactive, non-retail family event promoting parent and family involvement, activities for kids and families, and responsible and positive use of media of all kinds. There is no admission charge. The Fair exhibits promote:

Reading and Media Literacy (positive use of media of all kinds)  
 Parent Involvement  
 Hobbies and Recreation  
 Math and Science  
 Arts and Culture  
 Health and Fitness

**WHERE:** Idlewild Park (including the California Building)  
 1900 Idlewild Drive, Reno, NV

**WHEN:** Saturday, April 14<sup>th</sup>, 2007, 10 a.m. - 4 p.m.

**WHO:** Major Tune In To Kids Fair 2007 sponsors as of 2/5/07

### Platinum Sponsors

City of Reno, Neighborhood Advisory Boards:  
 Ward 1 Central, Ward 2 Central, Ward 2 South,  
 Ward 4 Northeast, Ward 5 Northwest, Ward 4 North Valleys  
 Washoe County School District  
 City of Reno Parks, Recreation and Community Services  
 YMCA of the Sierra  
 Boys & Girls Club of Truckee Meadows  
 Reno Radio Reps and Americom Broadcasting  
 The Jon Ben Snow Memorial Trust  
 Lifestyle Homes  
 Camelot Party Rentals  
 Regional Transportation Commission  
 KREN Channel 27

### Gold Sponsors

Silver State Schools Credit Union  
 Washoe Family Magazine  
 Wild About Smiles Children's Dental Care  
 Reno Silver Sox Baseball Team  
 Sierra Pacific Power Company  
 Reno Rodeo Foundation  
 Washoe County Education Foundation  
 Education Collaborative/PIRC Grant  
 Scolari's Food & Drug  
 KNPB Channel 5

Exhibitors will be youth and family serving agencies; businesses that provide recreation or learning activities, sell materials or equipment for recreation or hobbies; sporting goods stores, craft and hobby shops, etc. All exhibits will be interactive. To encourage participation from a wide variety of organizations, exhibitor fees will be reasonable and fee waivers will be available for qualifying organizations. In addition to exhibitors, we are also seeking donations for our prize drawing and incentives to encourage Fair attendance.

**TARGET AUDIENCE:** Children of preschool, elementary, or middle school age and their families

**ANTICIPATED 2007 FAIR ATTENDANCE:** 10,000

**2006 ATTENDANCE:** 8,000 **2006 Participants:** 120 **2006 Volunteers:** 200

**WHY:** *Children should live a real life, not a virtual life - it's about balance!* Children today spend more hours with media than they spend in school - more than 44 hours per week. Parents need information about how to use TV, movies, video games and computers responsibly. Family time is shrinking with more than half of all families eating dinner with the TV on most of the time. Parents have about 37 minutes of meaningful conversation with their children each week.

*For more information on how you can be a part of this exciting community event for families and kids, please contact:*

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