



TUNE IN TO KIDS FAIR

A Celebration of Life and Learning Beyond the Screen

Saturday, April 12, 2008 10 a.m. - 4 p.m.

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

www.TuneInToKids.org

WHAT: The Tune In To Kids Fair will be celebrating its fifth year in 2008. The Fair is our biggest event and focuses on our six themes: parent involvement, reading and media literacy, hobbies and recreation, math and science, arts and culture, and health and fitness. Because the goal of the Fair is to provide positive activities for kids and families, all exhibitors are required to have an activity. Families across Northern Nevada will be engaging with their children in real-life activities. In addition, tools will also be provided to create positive media environments at home. Special efforts are made to include the entire community, and there is no admission charge to attend this great non-retail family event. Average attendance over the last two years has been a whopping 6,000!

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 less than 1 hour (37 minutes) of meaningful conversation with their children each week.

WHEN: Saturday, April 12th, 2008, 10 a.m. – 4 p.m.

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

WHO: Sponsors committed as of 3/17/08

NEW THIS YEAR: Junior League of Reno is partnering with Tune In To Kids to sponsor the Health & Fitness Tent. Their project, Kids in the Kitchen with special host Jennifer Bushman, promotes wellness and fosters healthy eating and nutrition.

Presenting Sponsor

City of Reno:
Parks, Recreation & Community Services
Neighborhood Advisory Boards: Wards 4 Northeast,
2 Central, 1 Southwest and 2 South
Youth City Council

Platinum

Washoe County School Dist. (12 Departments)
Northern Nevada Toyota Dealers
Reno Radio Reps and Americom Broadcasting
Washoe Family Magazine
RenoTahoeMoms.com
Camelot Party Rentals
Regional Transportation Commission
YMCA of the Sierra
Nevada Woman's Directory
WildAboutOurTravel.com

Gold

Junior League of Reno
Crawford Design
Silver State Schools Credit Union
Lifestyle Homes Foundation
Sierra Pacific Power Company
Charter Communications

Gold (continued)

KNPB Channel 5
PIRC Grant/Education Collaborative
Washoe County Education Foundation
Family Pulse Magazine

Silver

The John Ben Snow Memorial Trust
Reno Rodeo Foundation
Boys & Girls Club of Truckee Meadows
Mad Science

Bronze

Washoe County Commission

Copper

Wild About Smiles Children's Dental Care
Alliance With The Washoe County Medical Society

Friend

Emigrant Storage
Children's Cabinet
Kiwanis Club of Downtown Sparks
Baker & Taylor
Sierra Nevada Kids' Directory
United Site Services

TARGET AUDIENCE: Children of preschool, elementary, or middle school age and their families
ANTICIPATED 2008 FAIR ATTENDANCE: 8,000

2007 FAIR DETAILS:

Attendance 4,000 (despite inclement weather)
Participants 120
Volunteers 250

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

Jody Ruggiero, Founder & Chairman (775) 772-2711 info@TuneInToKids.org
Debbie Wiltgen, Project Manager (775) 560-6774 dwiltgen@sbcglobal.net