

November 11, 2009

Dear Local Businessperson,

The *Network for a Healthy California—Sierra Cascade Region* invites local businesses to participate in the First Annual “Can Creation”. This event will kick-off February as National Canned Food Month. “Can Creation” is a can food sculpture contest that is design to bring awareness to North State residents regarding the need for donating food year round.

The contest will take place at the Chico Mall on Sunday, February 7, 2010, from 6PM—10PM. Sculptures will be displayed for two weeks and then disassembled on February 21 to create one large canned food donation to North Valley Community Food Bank. North Valley Community Food Bank is a program of Community Action Agency of Butte County, Inc. Through its various programs, the Agency provides emergency food services to over 11,000 individuals and families monthly.

Your participation is key to the event’s success, and you and your business will be included in the advertising to promote the event. You can register online at www.scnutrition.org. For more information call (530) 345-2483, ext 224, or e-mail me at jdelacruz@healthcollaborative.org

I look forward to your participation. Thank you.

Sincerely,

Jhoana Dela Cruz

Jhoana Dela Cruz
Event Coordinator



Community Action Agency
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Welcome to Can Creation

Where You Can Build For Change



Dear Participant,

It could be your grocer, your neighbor, your child's teacher. Hunger in Butte County, and the nation at large, is an issue that you have chosen to tackle by participating in the first annual **Can Creation**. Your participation shows your dedication to helping the North Valley Community Food Bank, a program of the Community Action Agency of Butte County, Inc. Everyday, 60,000 low-income people in Butte County—seniors, disabled, homeless, working families, temporarily unemployed individuals— face the pain of hunger. **Can Creation** is designed to raise awareness to the public that the North Valley Community Food Bank needs food donated year round. The Food Bank provides emergency food services to five counties — Butte, Glenn, Colusa, Plumas, and Sierra.

Enclosed are the following:

- ? Rules and Regulations
- ? Tips and Ideas
- ? Logistics
- ? Chico Mall Site Plan
- ? Healthy Shopping List

On behalf of the 60,000 people of Butte County, North Valley Community Food Bank and the *Network for a Healthy California—Sierra Cascade Region* we thank you for your participation. Have a blast!

Best Regards,

Network for a Healthy California—Sierra Cascade Region

AND

North Valley Community Food Bank



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Rules & Regulations



GENERAL

Questions regarding rules, or rule clarification should be directed to Jhoana Dela Cruz by e-mail at jdelacruz@healthcollaborative.org.

Awards will be given in the following categories:

Most Original: The team to come up with the most creative and original design. The North Valley Community Food Bank stands for ending hunger in County, and the *Network for a Healthy California* promotes fruit and vegetable consumption and physical activity.

Structures around these themes are preferred.

Healthiest Meal: Awarded to the structure that is built from healthy selections of canned food (See Healthy Shopping List).

Most Cans: Given to the structure that incorporates the most cans; weight, volume and size will **not** be considered.

People's Choice: Given to the structure that receives the most votes from the general public during the open competition.

DATES TO REMEMBER

December 4, 2009: Entry Forms Due

December 18, 2009: Project Description and Drawing due, includes # of cans estimate

February 7, 2010 6PM—10PM: Build **Can Creations**

February 21, 2010 6PM—10PM: Deconstruction

STRUCTURES

- 1.) Structures must fit within the allotted 10'x10' designated building area.
- 2.) Teams must provide a dimensional sketch, or computer image of their structure, as well as a reasonable estimate of the number of cans involved, no later than December 18, 2009. This will assist event organizers in assigning construction sites at Chico Mall. Fax to the attention of Jhoana Dela Cruz (530) 345-3214; or e-mail to jdelacruz@healthcollaborative.org
- 3.) To protect the ceramic floors of the mall, all structures must be built on a protective surface supplied by participants. Examples include: masonite, plywood, carpet, thick fabric, etc.
- 4.) To be considered "non-load bearing," structures may not have voids under support materials; all interior spaces, whether visible or not, must be filled with cans.
- 5.) Structures may not be in the shape of a company logo or name, but sculptures suggesting a company's product or services is permissible.

Butte

6.) Structures **must** be structurally self-supporting.

Permissible:

Yes one quarter-inch thick foam-core,

Yes cardboard

Yes masonite

Yes plywood and Plexiglas – for the purpose of leveling or balancing materials and are not load bearing

Yes cardboard tubes used as guides are also limited to one quarter-inch thick

Yes Velcro

Yes clear and double sided tape (Caution should be exercised to avoid excessive use of tape because labels must be intact and legible)

Yes high-tension rubber bands

Yes nylon string, wire and tiebacks

Not Permissible:

No 2x4's

No half-inch plywood (permissible as floor covering)

No half-inch tubing

No permanent adhesives

CAN & MATERIAL RESTRICTIONS

Permissible:

Yes aluminum and steel food cans of all sizes

Yes plastic cans (be certain they can support the pressure from the cans above)

Not Permissible:

No glass containers

No pet food.

No alcoholic beverages.

No use of soda cans, junk food, or boxed food

No open or exposed food (attracts vermin)

? **Cans must be full, unopened, and with labels intact and legible. Labels may not be covered, stripped off or altered in any way.**

TEAMS

1.) The building space is limited, so the suggested team size is 5 people.

2.) Team members are **encouraged** to arrange for a tour of *North Valley Community Food Bank* to help them understand the scope of hunger in the community and how their project enhances and compliments efforts already in place. Tours can be arranged by contacting Cynthia Kelly (530) 538-7158, ext 242 or ckelly@buttecaa.com.

ACQUISITION OF CANNED GOODS

1.) Participants are responsible for obtaining their own supply of canned goods.

2.) Teams may solicit canned goods or financial donations from area groceries, food wholesalers, food warehouses, vendors, consultants or contractors.

3.) **Can Creation** is not registered as a 501(c)(3) charity. This means you should instruct those

wishing to make donations of cans, or cash, to classify their donation as a marketing/public relations expense so it will be a legitimately deductible expense. Teams should keep an accurate summary of all donations so that your contributors can receive their marketing and PR exposure through printed materials.

4.) All cans should be packed in sturdy cartons. Every case and carton should be clearly marked, in heavy black marker, with the company name and mall build location.

SIGNAGE

1.) Each entry needs to feature a sign board with their company name and sculpture's name. Planning drawings are encouraged but not required. A floor stand display frame (22" x 28") will be provided by **Can Creation**. Sign board to be provided by participant.

BUILD OUT

1.) Build out will take place at Chico Mall Sunday February 7 from 6 PM—10 PM

2.) Once Design Description and Drawing have been received by all teams (due no later than December 18, 2009) sculpture locations will be announced.

3.) Logistics to be distributed once design description and drawing have been submitted.

JUDGING

1.) Judging is done anonymously.

2.) Judging will occur on Friday February 19.

3.) Official can count forms are due prior to judging.

DECONSTRUCTION

1.) Deconstruction begins at 6 PM on Sunday, February 21 and must be completed by 10 PM.

2.) A North Valley Community Food Bank truck will be at the mall during take down to be loaded. Large bins will be provided for ease of loading donated food into the truck.

? Questions regarding rules, or rule clarifications should be directed to Jhoana Dela Cruz by e-mail at jdelacruz@healthcollaborative.org.

Sculpture Plan

Please refer to Rules and Regulations for Sculpture details

Due December 18, 2009

Tips and Ideas

- ? Use clear transparent tape to join cans together. All labels must be intact and readable.
- ? Rather than "nesting" the cans, use leveling material to separate each layer of cans. This enables you to offset the cans (think brickwork!)
- ? Recess the edge of your leveling material slightly so that it is not too evident when viewing the structure
- ? Elastic bands can be used to bundle groups of cans.
- ? Try using pre-cut templates on the floor to map out your design. You can trace outlines of each can on the template for the bottom layer to ensure precise placement
- ? While you can use tetra boxes, we encourage everyone to use cans as their main building material as much as possible. A concern with boxes and packages is their structural integrity—How much weight can they support?
- ? It is acceptable to use a wooden support frame during construction as long as the frame would be removed once the structure is in place. The frame only provides stability during erection.
- ? Teams are **strongly encouraged** to do a "practice build" beforehand. This will help you avoid unanticipated roadblocks and lessen the chance for surprises.
- ? Try to do as much pre-fabrication as possible. Any components of your structure that can be pre-built will dramatically reduce build times.
- ? Bring plenty of supplies (tapes, scissors, foam-core, cardboard) - **overestimate**
- ? Schedule brainstorming sessions with your build team to anticipate any hurdles or roadblocks.
- ? Bring appropriate tools - ladder, T-square, level, etc.

Good Luck and Have Fun!



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els,



Can Creation Logistics



- 1.) To protect the ceramic floors of the mall, all structures must be built on a protective surface. Example: masonite®, plywood, carpet, or other material.
- 2.) Participants will be required to bring all materials (boxed cans, supplies, tools and equipment) through designated entryway. **See Attached Floor Plan**
- 3.) It is strongly suggested that the materials be transported on rubber-tired hand carts once the materials reach the tiled flooring of the mall.
- 4.) Make certain all boxes and materials are clearly marked with your name and construction location.
- 5.) Sculpture building may not start prior to 6 PM Sunday, February 7. Building will end at 10 PM.
- 6.) Team members must sign **in and out** on build day and take down day. **Can Creation** staff will have the sign in sheet.
- 7.) All teams should be mindful that labels must remain intact during construction and de-construction.
- 8.) Because of the tight timeframe, teams are encouraged to enlist as many volunteers as possible to help with the de-construction activities. Teams should exercise caution in assuring that labels are not torn and cans are not damaged.
- 9.) Team members are **encouraged** to arrange a tour of North Valley Community Food Bank to help them understand the scope of hunger in the community and how their project enhances and compliments efforts already in place. Tours can be arranged by contacting Cynthia Kelly at (530) 538-7158, ext 242.



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an Creation Site Plan

Best Canned Food For a Healthy You!



Canned Fruit: When available choose packed in 100% fruit juice, light syrup.



Canned Vegetables: When possible choose “no salt added”, less sodium variety.



Canned Juice: 100% fruit or vegetable juice; When available choose low sodium vegetable juice, no sugar added fruit juice.



Canned Beans: When possible choose without lard or oils in ingredient list.



Canned Fish and Meat: Packed in water or oil; Without added salt.

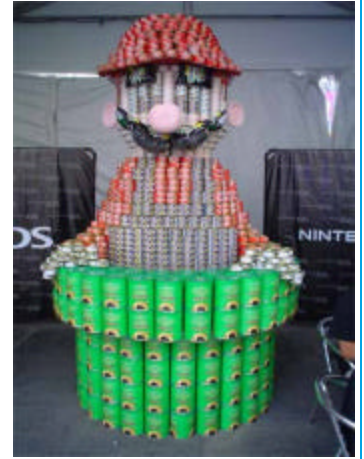
Funded by the USDA's Food Stamp Program through the *Network for a Healthy California*.
www.cachampionsforchange.net



Entry Form

Welcome to Can Creation

Where You Can Build For Change



Please Return to Jhoana Dela Cruz

Phone: (530) 345-2483 x224 Fax: (530) 345-3214

Mail: 25 Jan Court, Suite 130 Chico, CA 95928

E-mail: jdelacruz@healthcollaborative.org

Business Name:

Business Location:

Business Contact:

Name: _____

Phone #: _____

E-mail: _____

Title of Entry:

Brief Sculpture Description

***Sculpture Plans Due by January 15, 2009**



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