



June 26, 2007

Dear Store Owner/Manager:

Steps to a Healthier New Orleans (Steps) is a coalition of public, private and neighborhood organizations whose goal is to help New Orleans area residents live longer, better, and healthier lives. Steps and the City of New Orleans Health Department are starting a program that may improve your profit potential.

The Corner Store Initiative aims to offer healthier food options to customers of neighborhood corner stores, convenience stores, and delis. We can provide (at no cost) to retailers like you a variety of resources, that help increase the sales of healthier foods. If you choose to participate, you will be part of a network of local stores that are concerned about the health of their customers and are taking action by providing healthier choices. In the early stages of a similar project in New York, participating stores reported increased sales as a result of the program.

Participating stores agree to stock at least 2 new items of their choice from the following categories: fruits, vegetables, low fat dairy, or whole grain products. Steps Corner Stores will receive:

- Free newspaper and/or radio advertising promoting your store as a Steps Corner Store
- Free listing and link to your store on the LPHI Steps to a Healthier New Orleans website
- Free promotion at community gatherings including local Farmer's Markets or clinics
- Free store display to advertise healthy items
- Free stickers to identify new healthier items being stocked
- Free educational and/or promotional posters
- Free health information for your customers in several languages
- A decal for your door to notify customers that you are a participating store
- A certificate of participation

To take advantage of this opportunity, Please fill out the enclosed questionnaire and return it via the pre-paid envelope. If you have any questions about the program, leave a message for Mr. Stevan Pollard at (504) 301-9826 and your call will be returned promptly.

Sincerely,

A handwritten signature in black ink that reads 'Stevan Pollard'.

Stevan Pollard  
Community Programs Manager  
Steps to a Healthier New Orleans (Steps)  
Louisiana Public Health Institute

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