



Halloween



# CANDY BUY BACK!



VitaLife Wellness and Weight Loss will be running a Halloween Candy Buy Back event to raise awareness about the risks of high sugar consumption in American youth. The event will start on **November 1<sup>st</sup> -2<sup>nd</sup>** at 4pm to 7pm and conclude on **Saturday November 3<sup>rd</sup>** from 10am to 2pm at VitaLife New Lenox.

VitaLife has been on a mission to help its' local community lead happy and healthier lifestyles, and this event is no different. VitaLife would like to invite children and families to bring in their collected Halloween candy, so VitaLife can buy it back with toys and prizes. In Hopes to raise awareness of the scary facts to how much sugar kids consume on Halloween. Participants must be 12 years old or younger and accompanied by an adult.

Candy will be weighted; in exchange participants will receive tickets that will be redeemed for toys and prizes. By participating in the buy back, 1 raffle ticket per family will be entered into VitaLife's iPad prize drawing.

Operation Care Package will be taking the bought back candy and sending it overseas to deployed active military personal, to make serving the country a little sweeter. The soldiers will be distributing some of the candy to children in other countries to help build relationships between the American soldiers and the local children.

For further information on this event please visit our website at [www.vitalifeweighloss.com](http://www.vitalifeweighloss.com)

**Main contact:** Davis Jaspers - 815.463.0705

**Event Location:**

VitaLife New Lenox  
352 West Maple Street  
Suite B  
New Lenox Illinois 60451



# Halloween



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## 158 MILLION

- Americans participate in Halloween
- 95% of those will purchase candy
- 93% of children go trick-or-treating each year



## FOUR-IN-TEN (41%)

adults admit that they sneak treats from their own candy bowls



## \$6.9 BILLION

Will be spent on Halloween this year:

- \$2.6 billion on costumes
- \$330 million on pet costumes
- \$2.08 billion on candy
- The rest on decorations, cards, parties, etc.



Americans purchase nearly **600 MILLION** pounds of candy each year for Halloween. That's the equivalent to the weight of **6 Titanic ships!**



## THE AVERAGE AMERICAN CONSUMES 3.4 POUNDS OF CANDY OVER HALLOWEEN

- Kids consume up to 7,000 calories on Halloween (the same as 13 Big Macs)
- The average trick or treater consumes about 3 cups of sugar = 220 sugar packets!
- Kids would need to trick or treat for 180 miles (60 hours) to burn off what they eat. **OMG!**



## SUGAR OVERLOAD!

On Halloween kids eat **.85 lbs of sugar!** That's the equivalent to 64 days of their top end recommended daily sugar intake according to the American Heart Association.

American children should consume no more than 14 lbs of sugar in a year and in America they consume **150-170 lbs** per year.

