

PRESS RELEASE
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For Immediate Release



A New Year Resolutions to keep - tooth kind treats

Local children's party company *Halos and Heroes* are setting themselves a new challenge for 2008 by giving tooth-kind treats to children at birthday parties in a bid to help prevent tooth decay.

The Dorset based children's company, who specialize in themed parties and events, took the idea of introducing tooth kind treats after hosting numerous children's parties throughout the year and seeing just how much sugar children were exposed to.

Party Specialist Mandy Ivens-Brown said: "Our children's birthday parties involve a lot of fun games with sweets usually given as prizes. We're always keen to look into new ways to improve our parties and found that by giving the children sweets, especially lollies and chewy candy, it could cause a lot more harm than good as the sugar tends to stay on the teeth thus causing a build up of bacteria, which produces acid causing tooth decay. We learnt that if children are to eat sweets then the best time to eat them would be after their meal/party tea as the mouth has built up enough saliva to wash it away.

The party food served up by mums at the majority of our parties have been really fantastic with a wide selection of healthy options such as carrots, celery, dips, sandwiches etc. Sadly the majority of party kids still tend to favour the sugary foods more and it seems sad to restrict them to no sugar especially when it's a party!

What we're trying to do is offer alternative prizes for our games and activities such as stickers, crayons, colouring pads etc. This option is now on our booking form where the mums can choose either sweets or tooth kind. If mums would like to keep with sweets as treats then no problem at all - we simply ask the children not to eat their treats until the birthday tea or take them home in their party bags".

Following on from their tooth kind trail, Halos and Heroes are now offering food boxes as an optional extra in their party packages including a healthy eating food option for those who wish to keep sugar low but still make it fun.

For more information visit www.halosandheroes.co.uk or give Sara or Mandy a call on 01305 834707.

Editor's Notes

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Halos and Heroes Ltd currently run children's parties in Dorset, Hampshire,
Somerset, Wiltshire and Devon.

Corporate events are run throughout the UK.