**Culminating Activity-Due 1/2/13**

Students will create a campaign for “Choosing a Healthy Lifestyle”.

1. Write an argument letter to the president of a food company that advertises unhealthy foods to kids. (50 points)

* Create a hook
* State a claim
* State a counterclaim
* Cite evidence to support your claim
* Use transitional words/phrases
* Include a well written introduction, body, and a conclusion

2. Choose one of the following activities to coincide with your argument letter. (50points)

1. Create a poster that includes graphs, illustrations, and statistics, etc. to aid in your “Choosing a Healthy Lifestyle “Campaign

1. Create a Public Service Announcement commercial about how students can live a healthy lifestyle and choose not to be influenced by the media. You must include reasons and evidence in your message. The length of the commercial is 2 minutes.