



Kroger Wellness Tour

Houston, TX, Saturday, September 12, 2026

At a Kroger store to be named – Shayna will know location / times / “run of show”

This is a local community event to be held in the parking lot of a big Kroger store in the Houston area. We'll have local associates talking about health issues re: food, exercise, vaccines, and much more, possibly including workouts, seminars, health clinic, cooking demo, free samples from local vendors... big community awareness event. Assets will be edited down to a 2-min, “sizzle”-style video.

Needs:

- **B-roll of the event generally:**
 - attendees sampling vendor products
 - fun family stuff
 - vaccine administration
 - fitness class
 - seminar/talkback
 - cooking demo
- **Short interviews, “man on the street” style:**
 - local celebs / talent
 - vendor partners
 - event attendees from the community
 - Kroger pharmacist or pharmacy tech
 - 3-4 folks from this list of Kroger Health leadership that may attend, in order of preference:
 1. Colleen Lindholz
 2. Bill Shinton
 3. Jeff Porter
 4. Margaret Lewis
 5. Olivia Fagin
 6. Blake Lord
- Interview question examples (not limited here but keep things short & sweet):
 - What are we doing here today?
 - What's your favorite part of today's event?
 - What does good health mean to you?
 - How does our local Kroger pharmacy help people live healthier lives?

Shoot specs:

- Video: 16x9, 4k, 24p
- Audio: wireless mic for interviews, cam mike fine for ambient/b-roll
- **Copy all media to drive & send to Ryan no later than Monday, September 14**
 - Ryan Poole, 9679 West Ave, Blue Ash, OH 45242