

A vibrant illustration of the Rainbow Brite characters. In the center, Rainbow Brite, a girl with long blonde pigtails and a blue dress with rainbow-colored sleeves, is roller skating. To her left, a blue character is bending over to tie her shoe. In the foreground, a red character is lying on the ground, and a white character is roller skating. In the background, a yellow character and a blue character are also roller skating. The scene is set in a green field with a large rainbow arching over the top and several yellow stars scattered around.

The  
**Rainbow Brite™**

Be Safe & Be Fit  
Coloring Book

Including Rainbow Brite Ident-a-Cards!

Prepared by  
Hallmark Properties

Compliments of Taco Bell

Not for  
Sale

Dear Parents:

The early childhood years are the best time for youngsters to learn the importance of being safe and physically fit. It is during these years that boys and girls establish the learning patterns and individual habits of a lifetime.

Taco Bell Corporation and Hallmark Properties have joined together to bring you and your children this special fitness and safety coloring book. First, it introduces children to the concept of physical fitness and outlines a series of fun and easy-to-learn exercises. Second, this coloring book provides your children with some fundamental safety rules — so growing up is a safe, fun and fit experience!

It is our hope that you will read this coloring book with your children, and encourage them to start practicing the simple fitness and safety rules which it outlines. By making both fitness and safety important parts of your life, you will provide your children with a role model and encourage them to make fitness and safety a high priority in their own lives.

Your Friends at Taco Bell





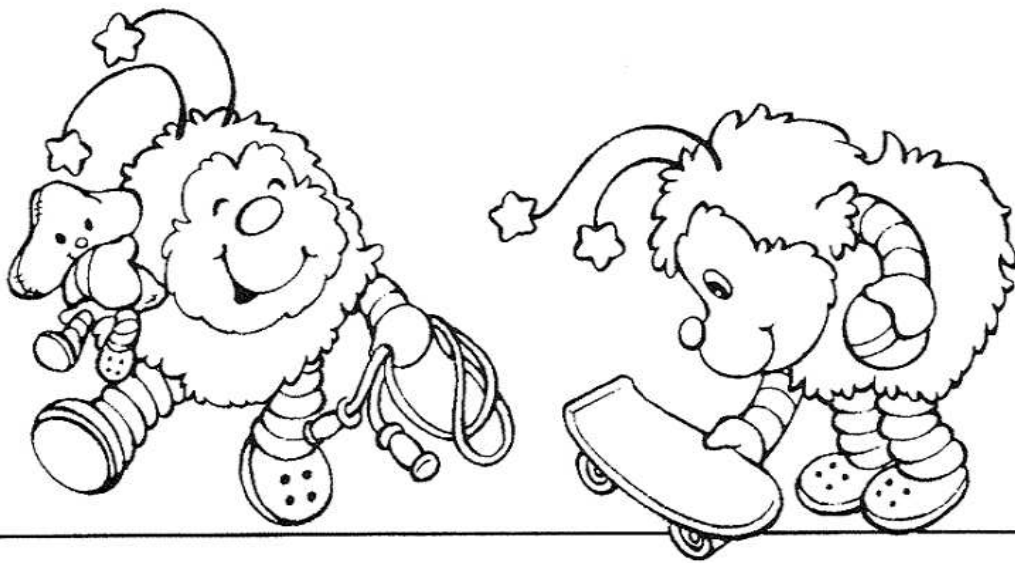
**Hi, everybody.  
I'm Rainbow Brite  
and I'm here to talk  
about Safety and Physical Fitness.**

**This coloring book has a lot of fun  
exercises, plus great tips on how to play  
it safe — at home, at school and on the  
playground. It will help you to be safe  
and sound — your whole life through!**

**It's important to exercise daily, and to be  
careful when you're out playing or  
crossing the streets.**

**And, it's fun to color. So, Have Fun!**

**Rainbow Brite**



## **WHAT DOES “FITNESS” MEAN?**

- **Being able to do your daily activities easily with a happy heart.**
- **Having lots of energy so you can do well in school, enjoy playing and do your chores at home--without getting tired and cranky.**
- **Eating a balanced diet of nutritious food that keeps you healthy.**
- **Having a strong and healthy body to help you do your best in everything!**



**FITNESS IS FOR EVERYONE!**



## **REMEMBER TO EXERCISE EVERY DAY**

### **Rainbow Brite's Daily Workout Plan**

- Always Warm Up** with exercises like arm circles, knee bends and walking in place. Then carefully stretch all your muscles.
- Build Your Muscles** by doing sit-ups, push-ups, leg-lifts, climbing activities and similar exercises.
- Strengthen Your Heart** continuously for 30 minutes by doing activities like running, bicycling, jumping rope or swimming. ( You may have to start with 10 minutes and work your way up to 30 minutes.)
- Play Games and Sports** as often as you can with your friends and family.
- Keep Good Posture**, even while exercising.
- Cool Down** after your workout by stretching all your muscles again. This keeps your muscles from being sore.

**It's important that your whole body is in good shape! This plan will help the different parts of your body stay healthy and fit.**





**IT'S UP TO YOU TO BE REAL GOOD,  
AND EXERCISE THE WAY YOU SHOULD!**



**By exercising head to toe  
Your body's set to Go, Go, Go!**



**KEEP GOOD POSTURE**



**WALKING TALL AND STANDING STRAIGHT  
HELP YOU LOOK AND FEEL JUST GREAT!**



**THERE'S SATISFACTION DEEP AND TRUE  
IN DOING THE BEST THAT YOU CAN DO!**



**KEEPING FIT YOUR WHOLE LIFE THROUGH  
MAKES A HEALTHIER, HAPPIER YOU!**



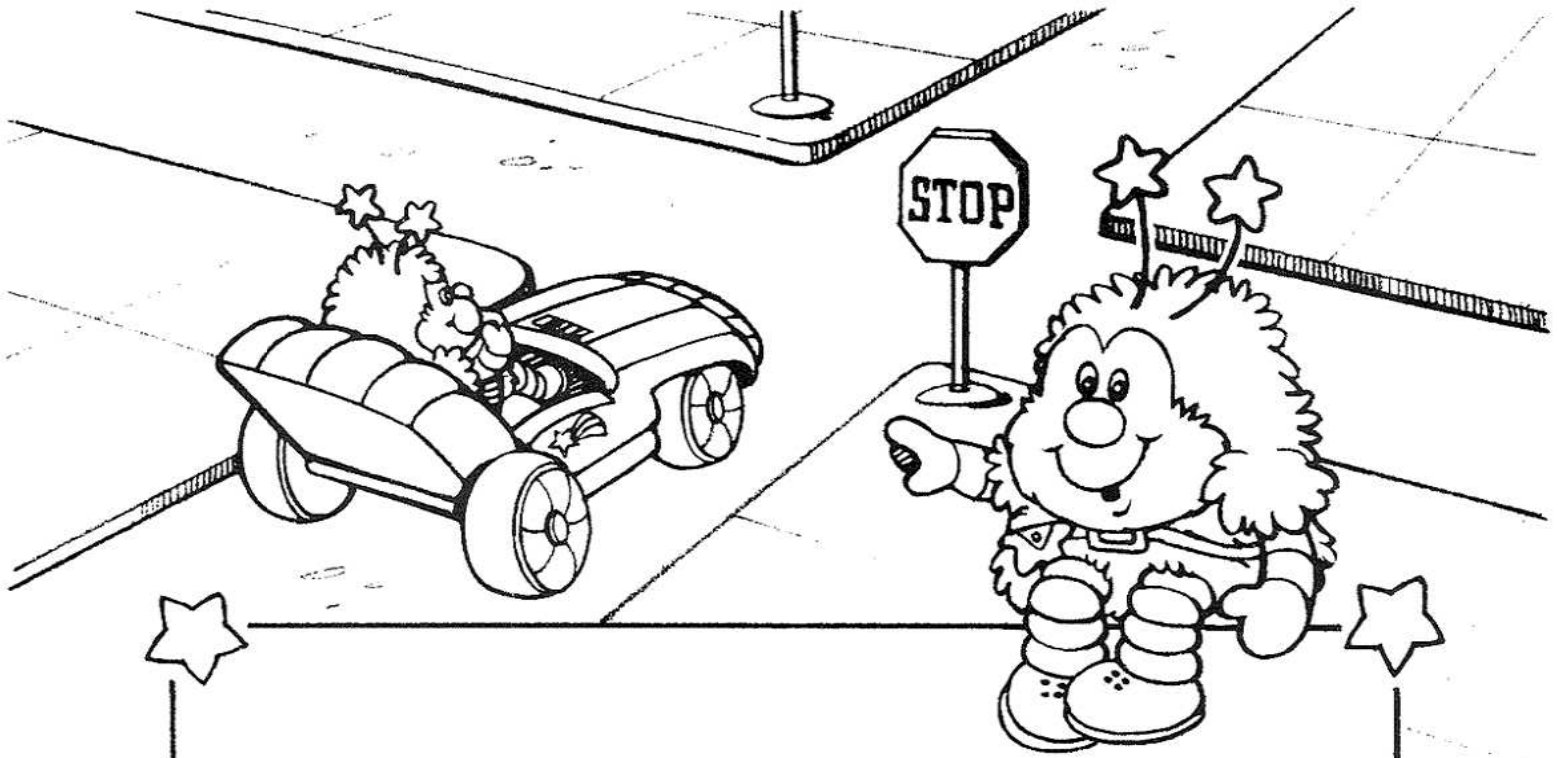
## **DO YOU KNOW WHERE IT'S SAFE TO PLAY WHEN YOU GO OUTSIDE?**

**A playground is a safe place to play,  
but an empty lot or building is not.**

- Always obey the rules of the playground.
- Never run on wet or slick surfaces.
- Never throw rocks or sand.
- Look around before you swing a bat or throw a ball, make sure no one is in your way.
- If you see someone who's hurt or in trouble, go for help right away.



PLAY IT SAFE IN PLAYGROUNDS!



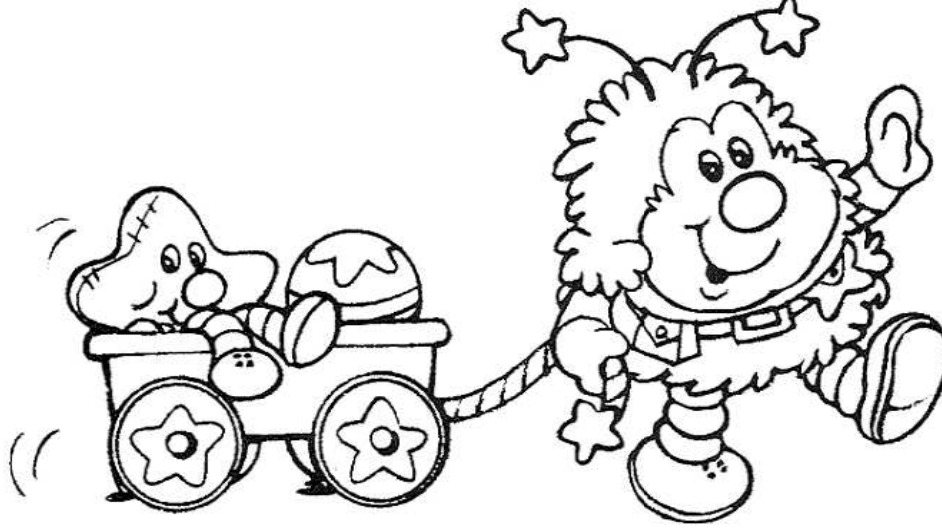
## **HOW DO YOU CROSS A STREET SAFELY?**

**Obey traffic signals and signs, school patrols and police officers.**

- **Cross streets only at intersections, and in crosswalks. (An intersection is a corner where two streets come together.)**
- **Look both ways and listen to make sure there is no traffic before you cross the street.**
- **Always walk across the street. If you cross safely, there is no need to run.**
- **Never run out, or cross the street, from between parked cars.**



**BE EXTRA CAREFUL  
WHEN CROSSING THE STREET!**



## **DO YOU KNOW WHICH PLAYTHINGS ARE SAFE AND WHICH ARE NOT?**

**The only safe playthings are those things  
your parent or guardian allows you to  
play with.**

- **Be careful with your toys—never take them apart or throw them around.**
- **Always use blunt-tipped scissors when cutting anything.**
- **Never put strange objects or liquids in your mouth.**
- **Never play near stoves, electric wires or outlets.**
- **Never play or hide in old trunks, cabinets or refrigerators.**





**THE BEST TOYS ARE SAFE TOYS.**





**Remember this message  
from Rainbow Land—  
HAPPINESS AND SAFETY  
GO HAND IN HAND!**



CUT HERE



	<p>NAME _____ ★</p> <p>ADDRESS _____ ★</p> <p>★ TELEPHONE _____ ★</p>	<p>POLICE _____ ★</p> <p>FIRE _____ ★</p> <p>DOCTOR _____ ★</p> <p>NEIGHBOR _____ ★</p> <p>OTHER _____ ★</p>	
--	---	--	---

CUT OR FOLD ON DOTTED LINE

CUT OR FOLD ON DOTTED LINE



THE

# Rainbow Brite™

SAFETY AND FITNESS  
AWARD

THIS CERTIFIES THAT

HAS LEARNED THE RULES  
OF SAFETY AND FITNESS  
AND IS HEREBY PRESENTED THIS AWARD.

