



NUMBER: 08-06
FOR RELEASE: IMMEDIATE

DATE: June 11, 2008
CONTACT: Phoebe Leung
PHONE: (209) 558-7116

Media Advisory

West Modesto King Kennedy Neighborhood Collaborative To Address Childhood Obesity Play Well! Eat Well! Be Well! Expo

What: As obesity continues to increase among Californians, it is imperative to motivate adults and children to move toward a healthier lifestyle. Statistics indicates that more than 34% of school age children, and over 60% of adults in Stanislaus County are overweight.

The West Modesto King Kennedy Neighborhood Collaborative has received funding from Kaiser Permanente for the implementation of the Healthy Eating Active Living-Community Health Initiative (HEAL-CHI). HEAL-CHI is designed to help the West Modesto neighborhood transform itself into a healthier place to live, learn, work, and play. In Modesto, HEAL-CHI is a partnership between Kaiser Permanente, the West Modesto King Kennedy Neighborhood Collaborative, and the Stanislaus County Health Services Agency. The Collaborative is working to create environments that make healthy food readily available and physical activity a part of daily life.

In its second year, the “Play Well! Eat Well! Be Well!” Expo aims at providing information and demonstrations to encourage children and families to enjoy *healthy eating and active living*. The event, hosted by the West Modesto King Kennedy Neighborhood Collaborative, will include healthy food demonstrations, physical activities for all ages, health information, raffles and more.

When: Thursday, June 12, 2008 3:00 – 7:00 p.m.

Where: King Kennedy Memorial Center/Mellis Park
601 N. Martin Luther King Drive in Modesto

Visuals: 500 elementary school children from the West Modesto area will arrive at 4:00 PM to participate in physical activities such as soccer, obstacle courses, bounce houses and more. Community members will be visiting the various booths, including food demonstrations, and healthy snacks.

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