

CONTACTS:

Jackie Teichmann
Regional Director
KID HEALTHY --
Steps to Healthy Living
(714) 914-1207
jackie@mykidhealthy.org



Name: Janis Price
Title: Health Educator
International Elementary

Phone (562) 997-0632
Cell Phone (562) 413-3065
Email: jprice@lbusd.k12.ca.us

Janis Price
Health Educator
International Elementary
Health Fair- April 8th^h, 2009
2:30pm-3:30pm
700 Locust Avenue
Long Beach, CA 90813
Office: (562) 436-4420
Cell: (562) 413-3065 (Janis)

KID HEALTHY KICKOFF ANNOUNCEMENT for Schools
FOR IMMEDIATE RELEASE – April 8th, 2009

INTERNATIONAL ELEMENTARY SCHOOL PARTICIPATES IN
KID HEALTHY -- STEPS TO HEALTHY LIVING!

- *More Than 150 4th and 5th Graders will Participate in Seventh Annual KID HEALTHY - Steps to Healthy Living Campaign This **April 8th, 2009***
- *ABC7 and Kaiser Permanente Partner with Local Agencies and Schools to Address Issue Through Upbeat Curriculum and Exercise*

School City/Location --- More than 150 fourth and fifth grade students from International Elementary School of Long Beach, California are expected to participate in the seventh annual KID HEALTHY -- Steps to Healthy Living childhood obesity campaign, beginning March 9, 2009 and continuing through May 15, 2009. The school is joining other schools throughout Los Angeles, Orange, Riverside, San Bernardino, San Diego and Ventura counties in these efforts, which are sponsored by ABC7 and presented by Kaiser Permanente.

Schools in KID HEALTHY are working to raise awareness about these issues and improve childhood exercise and nutrition habits while reducing the risk of chronic illnesses

associated with obesity later in life. Such issues include type 2 diabetes, heart disease and other disorders.

INTERNATIONAL ELEMENTARY SCHOOL JOINS KID HEALTHY

International Elementary School will participate in the KID HEALTHY program with a healthy fair at its playground on April 8th, 2009 from 1:15-3:15pm. There, students will be participating in activities focusing on the importance of healthy lifestyle, weight management, and physical activity as a part of KID HEALTHY. As a part of KID HEALTHY, students will also receive a complimentary pedometer, courtesy of Kaiser Permanente, which will be used to record and track daily physical activity that's integral to the program and personal success.

“CHILDHOOD OBESITY – A STATEWIDE ISSUE

More than three million California children – one-in-three (33%) -- are overweight or obese, according to a 2008 report published by *Children Now*, a nonpartisan research and advocacy organization working to raise children's well-being to the top of the national policy agenda. The same report shows that childhood obesity has more than doubled nationally in the last three decades and just slightly more than one-in-four California youngsters (28%) make the grade in terms of meeting or exceeding state physical fitness standards.

ABOUT KID HEALTHY -- STEPS TO HEALTHY LIVING

KID HEALTHY -- Steps to Healthy Living is a non-profit 501(c) (3) public health and education campaign under the fiscal sponsorship of the Volunteer Center Orange County of Santa Ana, California. KID HEALTHY was founded by ABC7 and its funding sponsors include Kaiser Permanente Southern California, participating in Orange, Los Angeles, San

Bernardino, Riverside, San Diego and Ventura counties; CalOptima, a public health agency serving 330,000 Orange County residents in Medi-Cal, the Healthy Families Program and Medicare; Albertson/SavOn and Macys*. Program support and content review is provided by the *Network for a Healthy California—Children’s Power Play! Campaign* and the American Cancer Society.

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The *Network for a Healthy California (Network)* works with more than 300 different public, non-profit and business partners throughout the state to empower low-income Californians to consume the recommended amount of fruits and vegetables and enjoy physical activity every day. Principal funding is from the U.S. Department of Agriculture’s Food Stamp Program. For more information, visit the *Network* Web site at www.networkforahealthycalifornia.net or www.cachampionsforchange.net.

More than 300,000 parents and children have participated in KID HEALTHY since it began in 2003. 100,000 students are enrolled to participate in 2009. More information on KID HEALTHY Steps for Healthy Living is available by visiting www.mykidhealthy.org.