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**Ruben Corona**  
**Weingart ELA YMCA**  
**Healthy Kids Day- April 18<sup>th</sup>, 2009**  
**10am – 2pm**  
2900 Whittier Blvd.  
Los Angeles, CA 90023  
Office: (323) 260 - 7005

**KID HEALTHY PARTICIPANT ANNOUNCEMENT for CYO  
FOR IMMEDIATE RELEASE – April 18<sup>th</sup>, 2009**

**Wiangart ELA YMCA celebrates Kid Healthy/Activate America through their  
Healthy Kids Day event.**

- *More Than 150 9 – 11 year old children will participate in Seventh Annual KID HEALTHY -- Steps to Healthy Living Campaign in 2009.*
- *ABC7 and Kaiser Permanente Partner with Local Agencies and Community Youth Organizations to Address Issue Through Upbeat Curriculum and Exercise*

**School City/Location** --- More than 150 9 – 11 year old children from Sunrise Elementary, Kennedy Elementary, and children surrounding the Weingart ELA YMCA 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 community youth organization is joining other schools and youth organizations 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 and community youth organizations 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.

The Weingart ELA YMCA will celebrate the KID HEALTHY/Activate America program with a formal health fair at its location on April 18<sup>th</sup>, 2009 from 10am – 2pm. There, children and their families will be participating in physical activities, healthy food options demonstrated by TOGO's in Monterey Park, CA, and a 1 mile walk/run as a part of KID HEALTHY/Activate America. As a part of KID HEALTHY, children 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](http://www.networkforahealthycalifornia.net) or [www.cachampionsforchange.net](http://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](http://www.mykidhealthy.org).