



Issue No. 7

June 2011

Activate Shasta!

In This Issue

New Website

Chef at the Market

Featured Action Hero

Essay Contest Winners

Gateway Building

Farmers' Markets

Quick Links

[Healthy Shasta](#)

[Local Trail Maps](#)

[Farmers' Markets](#)

[Chef at the Market](#)

Subscribe to Our Newsletter!

www.healthyshasta.org

Healthy Shasta has a New Website!



We are very excited about the launch of our new website! All the same great information organized so it's easy to find what you're looking for. Looking for a trail to walk or bike? Check out the [Local Maps](#) page. Wondering where the nearest farmers' market is? Visit the website for a full list of [farmers' markets](#) in Shasta County, along with days and hours of operation. Interested in making your worksite a healthier place? Check out the [Work](#) page for tips, ideas, and resources. Visit www.healthyshasta.org for all this and more!

Chef at the Market

FREE cooking demo and samples! Ever wondered what to do with all that delicious produce available at the Farmers' Market? Then don't miss *Chef at the Market* every Saturday, 9:30 am - 11 am at the Redding Farmers' Market (777 Cypress Avenue, Redding). Local chefs, caterers, nutrition educators and others present a cooking demo and then offer tastings of what they make. Recipes and a list of participating chefs available at www.healthyshasta.org. For more information contact Albert at 949-9508.

Featured Action Hero: Girls on the Run

Girls on the Run is a 12-week running and character-building program that provides a positive physical and social outlet for girls age 8-12. All the local Girls on the Run participants come together at a central location to meet the challenge of a 5K run at the end of the season. Volunteer coaches utilize the national Girls on the Run curriculum to cover topics such as nutrition and positive peer interactions - and implement activities in fun ways, such as running bingo. Research has shown the curriculum to be effective in increasing self-esteem, body size satisfaction and physical activity behaviors. Volunteering her time, Joanne Crosetti began the local Girls on the Run chapter at Grant School in spring 2007. Girls on the Run is quickly spreading to additional schools and hosted 450 runners in their Spring 5K at Anderson River Park (350 girls and 100 family members). Kudos to Joanne Crosetti and the many volunteer coaches who reach out to girls to help them get excited about healthy active lifestyles and support them to be the best they can be.

August 5th "Sunset Through the Trees" race will benefit Girls on the Run - This is a 1-mile race on Friday, August 5th, 7pm at Shasta College. Race starts at the Shasta College track. Registration is race day only and costs \$2 (all proceeds go to GOTR).

Learn more about Girls on the Run and other local Action Heroes who make healthy choices easier for others at: <http://healthyshasta.org/actionheroes.htm>.

Essay Contest Winners Announced

The 'How Would a New Bicycle Change Your Life' essay contest winners were announced during Bike Commute Week in May. Annelise Pierce won an eco-friendly Trek Belleville decked out for commuting and errands with panniers for the winning adult essay. Celena Romero won a youth-size Trek bicycle with helmet for the winning student essay. Bicycles were provided by Healthy Shasta, Safe Routes to School, and The Bike Shop. Visit www.healthyshasta.org to read the essays.



Healthy Communities Spotlight

Developer Brent Weaver and the Gateway Building - by Minnie Sagar

Enter downtown Redding and you can't miss the new 16,000 square foot building on the corner of Market and Shasta streets. Appropriately dubbed "The Gateway Building", this two story building with its Tuscan style exterior is one of Redding's newest mixed use projects. The first floor hosts commercial retail, where residents and visitors have a couple of different dining options from steak and seafood to deli sandwiches. The second floor is home to four executive office suites and three 1100 square foot one bedroom apartments.

The Gateway Building is local developer Brent Weaver's first mixed use project. Weaver is a Redding native and



Shasta High Graduate. His family has owned and operated Weaver Lumber since the 1960's and it was through the family business that Weaver first got exposed to development. Weaver's personal experience living in the Bay area showed him the health and economic benefits of being able to live downtown where people can meet their shopping, dining and sometimes even their employment needs in one place. When asked why he chose Redding for this type of project, he says, "It seems to be important for how communities thrive and it's an untapped market at this time."

Mixed use development is designed to increase the intensity and diversity of land uses. For example, mixed use projects can be created within existing buildings, vacant parcels and in areas where a variety of transportation options already exist. The benefits that come through this type of development include increasing the activity in urban areas, reducing auto dependence, increasing housing options, providing more travel options and creating a local sense of place.

Benefits aside, from a developer's perspective, there are certain challenges involved in building mixed use projects, among these are planning the right mix of uses and finding the financing. But, these challenges did not stop Weaver from making the vision of the Gateway project a reality. To address the planning challenges Weaver stayed involved in every step of the design and in every step of the construction. When architects and engineers needed to coordinate their efforts, Weaver made sure that collaboration took place and when it came to finding financing for the project he worked with a local bank (as opposed to a national chain) through which he already had a long standing relationship.

Farmers' Market Season is Here!

Shasta County has a number of certified farmers' market that provide produce and other food that is fresh, locally grown, and often organic. The Anderson Farmers' Market is now located at the Shasta Outlets. Visit www.healthyshasta.org for more information about farmers' markets, including days and hours of operation.

New markets this year:

Cottonwood Market

Wednesdays through August 31, 7am - noon
Cottonwood Community Center, 20595 Gas Point Road, Cottonwood

Enterprise Market

Thursdays, through October 27, 5:30 - 8 pm
Enterprise Health Foods Parking Lot, 1380 Hartnell Avenue, Redding

Jolly Giant Market

Saturdays & Sundays through September 25, 8 am - 3 pm
Jolly Giant Flea Market, 6719 Eastside Road, Anderson



The Redding Saturday Market and Anderson Market gladly accept EBT cards. The Palo Cedro Market, Enterprise Market, and Mountain Market (in Shingletown) will be accepting EBT soon.

Healthy Shasta: Making the healthy choice the easy choice in Shasta County!



HEALTHY SHASTA
Better choices. Healthy changes.