



## PRESS RELEASE

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### **Community Steps Up to Help Families Take the Healthy Shasta Challenge**

City of Redding

First 5 Shasta

McConnell  
Foundation

Mercy Medical  
Center

Shasta County  
Public Health

Shasta Family  
YMCA

Turtle Bay  
Exploration Park

**Shasta County, CA** – Children throughout Shasta County are taking the Healthy Shasta Challenge to incorporate healthy choices into their day. But it doesn't stop there, various individuals and groups are utilizing the Challenge to help others take a step towards better health as well.

"Our goal with Healthy Shasta is to create a movement and we're thrilled to see others in the community utilize the Challenge to help people have fun while exploring healthy choices," stated Amy Pendergast, representing Healthy Shasta.

Some examples include:

- Each Wednesday in October (1 pm to 6 pm), three Holiday Quality Foods stores (Cottonwood, Palo Cedro and the Placer location in Redding) offer free cooking demos that fulfill at least two boxes on the Challenge.
- Various Primetime YMCA Afterschool sites tailored their snacks and activities to help families complete part of the Challenge at the Lights On Afterschool celebrations.
- Elementary school classrooms have had taste tests of unusual fruits and vegetables while learning the value of eating a variety of colors of produce to get a wider variety of vitamins, minerals and



phytochemicals.

- Several Boy Scout and Girl Scout troops are completing the Challenge together as a troop activity.
- A Registered Dietician from Shasta County Public Health offered food samples and assisted people in completing the Challenge at the Westwood Village Holiday Quality Foods on October 24.
- A Cottonwood school scheduled a Family Fun Walk where participants could complete portions of the Challenge.

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It's not too late for you to complete the Healthy Shasta Challenge!

Simply try 8 activities on the Challenge by Wednesday, October 31, 2007 to be eligible for a free drawing and the chance to win a family vacation to Disneyland or other great prizes.

The Healthy Shasta Challenge is presented by Healthy Shasta's partners: City of Redding, First Five Shasta, Mercy Medical Center Redding, Shasta County Public Health, Shasta Family YMCA, The McConnell Foundation, and Turtle Bay Exploration Park. Prizes have been donated by the Shasta Family YMCA, Mercy Medical Center Redding, Churn Creek Meadow Organic Farm, Country Organics, Fleet Feet Sports, Turtle Bay Exploration Park, Curves and Whiskeytown National Recreation Area.

Visit [www.healthyshasta.org](http://www.healthyshasta.org) to print a copy of the Healthy Shasta Challenge or call 229-8243 to request a copy. Healthy Shasta is a partnership committed to making healthy eating and physical activity choices easier where you live, work and play.

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