



## PRESS RELEASE

City of Anderson  
City of Redding  
City of Shasta Lake  
County of Shasta  
First 5 Shasta  
Head Start  
McConnell  
Foundation  
Mercy Medical  
Center  
Redding Rancheria  
Redding School  
District  
Shasta College  
Shasta County Office  
of Education  
Shasta Family  
YMCA  
Simpson University  
Turtle Bay  
Exploration Park  
University of  
California Cooperative  
Extension  
Viva Downtown  
Whiskeytown  
National Recreation  
Park

Date: February 22, 2011  
Contact: Mary Messier 245-6639  
April Jurisich 245-6843

### **The Rockstar Nutritionist Performs in March to Celebrate National Nutrition Month®**

SHASTA COUNTY –The Rockstar Nutritionist will be performing *Jump with Jill*, a kid-appropriate rock ‘n roll concert with healthy eating and exercise messages for the whole family. This performance is open to the community. The concert is FREE, but tickets are required. The concert will be held at Sequoia Middle School, McLaughlin Auditorium on March 4 from 6:00-7:30pm. A light snack will be provided.

*Jump with Jill* is an interactive live show that teaches nutrition through music and dance. Jill Jayne is a New York City based registered dietitian and musician. She will also be performing at four Shasta County elementary schools and two high schools during March for National Nutrition Month®.

“It’s time for health education to rock,” says Jayne. “It’s imperative to sync our approach to health education with this media-centered generation if we hope to effectively and sustainably address childhood obesity.”

*Jump with Jill* is scheduled to perform at Cypress, Bella Vista, Lassen View, and Manzanita Elementary Schools.

She will be performing *I Will Not be Bought* at Anderson and West Valley High Schools. “This performance is about being aware of the power of advertising. I show students ‘the truth’ about the food that is most heavily advertised—fat, salt and sugar,” says Jayne.

*Jump with Jill* has performed for over 100,000 kids nationwide. Jill Jayne is the President and Creative Director of the company *Note to Health* that specializes in age-appropriate interactive, multimedia productions designed to teach kids about health. For more information on Jump with Jill, visit [www.jumpwithjill.com](http://www.jumpwithjill.com).

Jump with Jill has been paid for by Healthy Shasta and grant funding through Shasta County Health and Human Services-Public Health. For more information on Healthy Shasta and concert ticket locations, visit [www.healthyshasta.org](http://www.healthyshasta.org) or call 229-8428.

*Healthy Shasta is a partnership committed to making healthy eating and physical activity choices easier where you live, work and play. Visit [www.healthyshasta.org](http://www.healthyshasta.org) for more information.*

# # #