



PRESS RELEASE

City of Anderson

City of Redding

City of Shasta Lake

County of Shasta

First 5 Shasta

McConnell
Foundation

Mercy Medical
Center

Redding Rancheria

Redding School
District

Shasta College

Shasta County Office
of Education

Shasta Family
YMCA

Shasta Head Start

Simpson University

Turtle Bay
Exploration Park

University of
California Cooperative
Extension

Whiskeytown
National Recreation
Park

Date: March 17, 2009

Contact: Wendy Matthews, (530) 226-4126 OR Amy Pendergast, 229-8243

Healthy Shasta to Recognize Action Heroes in Shasta County

SHASTA COUNTY – Shasta County is filled with people and organizations who have gone the extra mile to encourage youth, children, and adults to incorporate healthy eating and physical activity into their daily routines. Between now and April 30th, 2009, Healthy Shasta is encouraging you to nominate these “Action Heroes” to be recognized and celebrated for their efforts.

Healthy Shasta defines an Action Hero as any individual, group, business or organization in Shasta County that goes above and beyond to make healthy eating and physical activity choices easier for others.

“The Healthy Shasta movement is about creating a community where healthy eating and physical activity choices are easily accessible and more enticing where people live, work, and play,” said Amy Pendergast, spokesperson for Healthy Shasta. “Our community has many caring people who make a difference in the lives of others every day. This is a great way to celebrate and highlight their efforts, as well as provide models for others.”

Up to four Action Heroes will be chosen. Each will be publicly recognized, featured on the Healthy Shasta website, and celebrated in the local community. At least one individual and at least one organization/business will be recognized.

A team of leaders from Healthy Shasta partner organizations will form a panel to select the Action Hero winners. The selection committee will look for nominees whose efforts help others make healthy eating and physical activity choices, have a long-term impact, and reach a large number of people or those most in need of healthy lifestyle changes.

Action Hero nomination forms can be downloaded at www.healthyshasta.org or be obtained by calling (530) 245-6583. The deadline to nominate an Action Hero is Thursday, April 30th, at 4 p.m.

For more information on the Action Hero campaign, visit www.healthyshasta.org or call Wendy at 226-4126 or Staci at 246-9622.

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 for more information.

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