



## 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 30<sup>th</sup>, 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](http://www.healthyshasta.org) or be obtained by calling (530) 245-6583. The deadline to nominate an Action Hero is Thursday, April 30<sup>th</sup>, at 4 p.m.

For more information on the Action Hero campaign, visit [www.healthyshasta.org](http://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](http://www.healthyshasta.org) for more information.*

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