

SHASTA COUNTY

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P R E S S R E L E A S E

FOR IMMEDIATE RELEASE

Date: March 5, 2008

Contact: Mary Messier, RD at 245-6639

Celebrate “National Nutrition Month[®]” on March 12 at Holiday Market on Westside Road in Redding

Shasta County – March is “National Nutrition Month[®]”, a great time for Healthy Shasta, the *Network for a Healthy California* and Holiday Quality Foods to join together and help Shasta County residents discover how easy it can be to eat healthy. Come out and join us at the Holiday Market on 6536 Westside Road in Redding on Wednesday, March 12 from 3:30-6:30 pm to enjoy a healthy cooking demonstration by Shasta College Culinary Arts students and sample Sesame Chicken with Peppers and Snow Peas.

Festivities will also include a live radio remote, a market produce scavenger hunt, FREE giveaways, a chance to win a \$25 Holiday Market produce gift certificate, gardening tips from a local master gardener and the opportunity to have your nutrition questions answered by a Registered Dietitian.

“We know that eating healthy can be a challenge for busy families,” said Mary Messier, a Registered Dietitian with Shasta County Public Health. “Our goal is to provide resources and information to make the healthy choice the easy choice.”

With 66% of adults and 38% of children ages six-12 in Shasta County now classified as overweight, it has become critical to motivate adults and children to move toward a healthier lifestyle and for communities to create an environment that supports healthy choices. Holiday Markets are an important outlet for shoppers to make healthier meals for their families.

For more information on the Holiday Market event, please contact Mary Messier at 245-6639. For more information about Healthy Shasta, visit www.healthyshasta.org. For more information about the *Network for a Healthy California*, visit www.cachampionsforchange.net.

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