



PRESS RELEASE

Healthy Shasta Seeking Action Hero Nominations

Date: July 14, 2011
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SHASTA COUNTY – Healthy Shasta is currently seeking nominations for Action Heroes to be recognized and celebrated for their efforts. Healthy Shasta defines an Action Hero as any individual (youth or adult), group, business or organization in Shasta County that goes above and beyond in making 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 Wendy Matthews of Healthy Shasta’s Action Hero Recognition Team. “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, holding them up as role models in our community.”

Up to four Action Heroes will be selected. Each will be publicly recognized, featured on the Healthy Shasta website, and celebrated in the community. Profiles of previous Action Heroes can be found at www.healthyshasta.org, exemplifying what an Action Hero is. A team of representatives from Healthy Shasta partner organizations review nominations and select the Action Heroes to be recognized. 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 obtained at www.healthyshasta.org or by calling (530) 229-8243 or 226-4126. The deadline to nominate an Action Hero is Friday, August 12th, at 4 p.m.

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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Anderson Partnership for
Healthy Children

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

Shasta Regional
Transportation
Planning Agency

Simpson University

Turtle Bay
Exploration Park

University of
California Cooperative
Extension

Viva Downtown

Whiskeytown
National Recreation
Park