



## PRESS RELEASE

Date: July 24, 2009

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### Four Local Action Heroes Announced!

SHASTA COUNTY – On Thursday, July 23, Healthy Shasta announced the four selected Action Heroes for 2009 at MarketFest. Each was selected to be honored for their efforts in making healthy eating and physical activity choices easier for others. The Action Heroes are:

**Individual: Kelly Ball** is a parent volunteer who serves on Bella Vista School’s Parent Club and Health Council. She worked closely with the school’s food service director to obtain commercial-grade equipment so the school can create more meals from scratch. With a revamped breakfast menu and creative promotions, they nearly doubled the number of students eating breakfast each morning. Kelly and her colleagues are creating a more inviting setting for students to sit down and eat a healthy meal with outdoor picnic tables and a new mural in the cafeteria.

**Organization: The City of Anderson** (population 10,000) was chosen because they incorporated health into their General Plan along with policies to support walkability and the expansion of park and recreation programs. Though cities are not mandated to include health in their planning, the City of Anderson recognized the benefit of doing so. They also added new trails, exercise stations and disc golf for the public to access for free. Anderson’s efforts create a long-term impact which will result in improved health and quality of life for residents.

**Group: CUB L.E.A.N.** is made up of a group of students at Anderson High School who provide a voice for healthy eating and physical activity. Under the leadership of Mary Spinghorn, students made positive changes to the cafeteria menu, took a large role in Lean N Green Day to educate children and community members (which serves over 1,000 participants), and offered taste testing of healthy recipes to entice others to make the healthy choice. This year they will bring fresh local produce to the cafeteria and feature a fruit or vegetable of the week.

**Youth: Carly Rosen**, a recent high school graduate, makes a strong impact through her volunteer work related to nutrition and physical activity. She encourages her peers to take advantage of healthy options and frequently volunteers for community events such as cooking classes, trash pick-up days, Family Fun Fest, and Take Back the Night.

Learn more about each Action Hero, including their tips for making a difference, at [www.healthshasta.org](http://www.healthshasta.org). Banners featuring the Action Heroes are available for display at public locations and community events by calling 229-8243.

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

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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 Family YMCA

Simpson University

Turtle Bay Exploration Park

University of California Cooperative Extension

Viva Downtown

Whiskeytown National Recreation Park