



PRESS RELEASE

Date: July 6, 2010

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

Healthy Shasta Seeking Action Hero Nominations

SHASTA COUNTY – Shasta County is filled with people and organizations that have gone the extra mile to encourage others to incorporate healthy eating and physical activity into their daily routines. Between now and July 30, 2010, Healthy Shasta is seeking nominations for “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 of 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 five Action Heroes will be selected from the following categories: youth, adult volunteer, adult non-volunteer, group/club, and business/organization. Each will be publicly recognized, featured on the Healthy Shasta website, and celebrated in the community. 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, July 30th, 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.

#

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