



## PRESS RELEASE

**Date:** August 19, 2008  
**Contact:** April Jurisich, MPH, RD  
Healthy Students Initiative Coordinator  
(530) 245-6843 or [ajurisich@co.shasta.ca.us](mailto:ajurisich@co.shasta.ca.us)

### Schools Partner with Healthy Shasta for Seven-Year Healthy Students Initiative

SHASTA COUNTY, CA -- Three elementary schools kicked off their school year as part of a new initiative that aims to transform the school culture to promote healthy eating and physical activity.

Bella Vista Elementary, Cypress Elementary, and Lassen View Elementary Schools have been identified for this effort, which will last seven years and may implement strategies such as hiring full-time physical education teachers, providing a healthy breakfast to all students, enhancing existing school gardens, and providing resources to families, enabling them to eat healthier and be more active.

Cypress Elementary is excited about the opportunity to participate in the Healthy Students Initiative. "We are looking forward to enhancing our school environment to help families develop healthy habits in their children," said Cindy Bishop, principal of Cypress Elementary School.

Research shows the academic success of students is strongly linked to their health. Students who are more physically active and consume a nutritionally balanced diet perform better in school. It is also easier for individuals to be more active and eat healthfully when their surroundings encourage such behaviors.

"This first year is primarily about planning and gathering information. We're excited about working with students, parents, and school personnel to begin to improve health," said April Jurisich, program coordinator.

The Healthy Students Initiative partners include the three elementary schools, Shasta County Public Health, Shasta Family YMCA, and The McConnell Foundation. It is a project of Healthy Shasta, a partnership committed to making healthy eating and physical activity the easy choice. For more information, visit [www.healthyshasta.org](http://www.healthyshasta.org) or call (530) 245-6843.

# # #

#### Additional Contacts:

Bella Vista Elementary – Principal George DeFillipo, (530) 549-4415  
Cypress Elementary – Principal Cindy Bishop, (530) 225-0040  
Lassen View Elementary – Principal Debbie Lungi, (530) 224-4150

City of Redding

City of Shasta Lake

First 5 Shasta

McConnell  
Foundation

Mercy Medical  
Center

Redding  
Rancheria

Shasta College

Shasta County  
Public Health

Shasta Family  
YMCA

Simpson  
University

Turtle Bay  
Exploration Park