



## NEWS RELEASE

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**For Immediate Release**

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### HEALTH IS THE PRIZE

ORANGE COUNTY, NC: June 2, 2010

Hillsborough -- A new initiative, the Healthy Classroom Challenge (HCC), was launched in school classrooms to reinforce the importance of physical activity and better nutrition with children, families, and the Orange County community.

Over 100 children participated in the HCC; and included students from Grady Brown Elementary, New Hope Elementary, Head Start/More at Four classrooms in Orange County Schools, Community Schools for People Under Six and Little Teddies. During the month of March, Physical Education teachers shared NC *Eat Smart Move More* messages in their classrooms; and along with their students, created a short routine that incorporated what they learned and physical movement. These routines were then performed at the 2010 Healthy Kids Day event.

Rosemary L. Summers, Dr. PH, Orange County Health Director, said, "Initiatives such as the Healthy Classroom Challenge create the opportunity for community collaboration, which allows for greater reach and better chance of success. This [the HCC] is a great way for partners to work together to help our children be healthier. Most importantly, perhaps, is the fact that the HCC was a fun and easy way for children to learn to stay active and eat well."

The HCC is collaboration between the Orange County Health Department/Healthy Carolinians; Orange County Partnership for Young Children; Orange County Schools; Head Start and More at Four; Chapel Hill/Carrboro YMCA; and Be Active NC.

Videos and pictures of the Healthy Classroom Challenge can be seen at [www.OrangeSmartStart.org](http://www.OrangeSmartStart.org). For more information please contact Nidhi Sachdeva, Healthy Carolinians Coordinator, at [nsachdeva@co.orange.nc.us](mailto:nsachdeva@co.orange.nc.us) or 919.245.2440.

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