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FOR IMMEDIATE RELEASE
February 15, 2007

Contact: Communications Office
334-242-9950

MEDIA ADVISORY

KIDFIT NEWS CONFERENCE

Overweight children have a 70 percent chance of being overweight or obese adults. Alabama students are being encouraged to shape up and get fit. Showing young people how to begin and maintain a healthy lifestyle is a primary goal of state leaders.

The KidFit program was developed as a preventive measure to educate students in Kindergarten through Grade 5 about the importance good nutrition, health, and exercise. It includes Alabama students, age appropriate humor, and animation to steer kids away from unhealthy habits and move them toward active, vigorous lifestyles.

WHAT: News conference to kick-off the statewide initiative and announce the beginning of a statewide initiative to improve nutrition and health and fight childhood obesity among Alabama's elementary school children.

WHO: State Superintendent of Education Dr. Joe Morton
Commissioner of Agriculture and Industries Ron Sparks

WHEN: Tuesday, February 20 at 9 a.m.

WHERE: Gordon Persons Building in Montgomery
Room P-103-B

KidFit is sponsored by the Alabama Power Foundation and Alabama Power Company. It's produced with the cooperation of The Alabama Department of Public Health, The Alabama Department of Agriculture and Industries and The Alabama

*Department of Education and produced through the Corporate
Foundation for Children.*

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