

FOR IMMEDIATE RELEASE

October 14, 2005

Cumberland County Schools to kickoff Annual *Project MOVE* Program to Combat Childhood Obesity

*Families Are Invited to Attend Day Filled with Fun, Activities
and Information about Healthy Living*

(FAYETTEVILLE, NC) – Children and families in Cumberland County will have the chance to get moving together! On Saturday, October 15, Cumberland County Schools will kickoff its physical activity program, *Project MOVE* for the 2005-2006 school year at John Griffin Middle School.

The Fayetteville Patriot's basketball team's mascot Sergeant Slam, will be on hand as part of the day's activities, which include information booths for children and families, performances and demonstrations, door prizes and fun for the entire family! There will also be an opportunity for students to sign up for *Project MOVE* at their schools. This event is open to the public.

Project MOVE incorporates physical activity into the schools' core lesson plans as well as host after-school programs that will include Hip Hop dancing, kickboxing, yoga and many more activities that are both fun and promote physical activity. In addition, *Project MOVE* will host quarterly Family Fitness Nights designed to involve the entire family by educating them about the benefits of healthy eating and an active lifestyle.

Last year the pilot program involved three elementary and middle schools in Cumberland County. Based on that success, *Project MOVE* has expanded the program to seven elementary and middle schools in Cumberland County reaching approximately 175 kids and their families. The program is designed to increase awareness about healthy eating and physical activity to students in Cumberland County Schools and their families.

Project MOVE is part of the *Fit Together* obesity-prevention initiative, funded by the NC Health and Wellness Trust Fund (HWTF) and Blue Cross and Blue Shield of North Carolina.

WHAT: Project MOVE Kick-Off Party
WHEN: 1:00 P.M. – 4:00 P.M., Saturday, October 7, 2005
WHERE: John Griffin Middle School
5551 Fisher Rd.
Fayetteville, NC 28304
WHY: 14 percent of 2 - 4 year-olds are overweight
23 percent of 5 - 11 year-olds are overweight
27 percent of 12 - 18 year-olds are overweight

ABOUT THE NC HEALTH AND WELLNESS TRUST FUND:

The NC Health and Wellness Trust Fund makes North Carolina stronger, both physically and economically, by funding programs that promote preventive health. Created by the General Assembly in 2000 to allocate a portion of North Carolina's share of the national tobacco settlement, HWTF has invested \$127 million to support preventive health initiatives and \$78 million to fund a prescription drug assistance program. For more information, please visit www.HealthWellNC.com.