



HEALTH SERVICES AGENCY

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NUMBER: 17-06
FOR RELEASE: Immediate

DATE: May 2, 2017
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MEDIA ADVISORY

**THE STANISLAUS COUNTY NUTRITION EDUCATION & OBESITY PREVENTION PROGRAM
AND CHAMPIONS FOR CHANGE HOST FRUIT & VEGGIE FEST 2017**

Local Families Learn to “Refresh Better” and Cut Sugary Drinks at Fruit & Veggie Fest 2017

WHAT: Community partners and local families will join the Stanislaus County Health Services Agency’s Nutrition Education & Obesity Prevention program and Champions for Change for Fruit & Veggie Fest 2017, a family-friendly event to celebrate the many benefits of drinking water. During the event, families are invited to sample a large selection of fruit-infused waters, dance with a live radio-remote from KMIX, and watch performances from Zumba group Bailoterapia Que Te Mueve and Modesto Police Activities League Baile Folklorico traditional dance group. Everyone who attends will be entered in a raffle for healthy products donated by local Stanislaus farms and businesses, and two local youth will be awarded grand prizes of new bicycles and safety equipment.

VISUALS: Adults and children will be taking part in Fruit & Veggie Fest activities, including:

- Beautiful displays of ice water infused with colorful fruits
- Dance presentations (Zumba fitness dance and traditional Baile Folklorico dance)
- Raffle for kids to win new bikes with safety equipment

WHEN: Friday, May 12th
2:00pm-5:00pm
Zumba demonstration @ 3:00 p.m.
Baile Folklorico @ 4:00 p.m.
Bike raffle @4:30 p.m.

WHERE: Cost Less Foods
1610 Hatch Road
Modesto, CA 95351

WHO: Stanislaus County Health Services Agency *Nutrition Education & Obesity Prevention* program, *Champions for Change*, and *Cost Less Foods*

WHY: Research has indicated that having a normal weight significantly reduces the risk of developing type 2 diabetes.¹ By providing information about the best ways to refresh better with water and the benefits of reducing sugary drinks, the *Nutrition Education & Obesity Prevention* program and *Champions for Change* continue to stem the obesity epidemic by giving residents the tools they need to make good health a priority.

¹ Reis, J.P., Loria, C.M., Sorlie, P.D., Park, Y., Hollenbeck, A., & Schatzkin, A. (2011). Lifestyle factors and risk for new-onset diabetes in a large population-based prospective cohort study. *Annals of Internal Medicine*, 155(5), 292-299.



This material was produced by the California Department of Public Health’s Nutrition Education and Obesity Prevention Branch with funding from USDA SNAP-Ed, known in California as CalFresh. These institutions are equal opportunity providers and employers. CalFresh provides assistance to low-income households and can help buy nutritious food for better health. For CalFresh information, call 1-877-847-3663. For important nutrition information, visit www.CaChampionsForChange.net.