



**MEDIA CONTACT:**

Stacey Manning, 361.779.9505  
Melissa Goonan, 361.813.6409  
jlcc\_pr@yahoo.com

News Release  
November 5, 2009

**Junior League's *Kids in the Kitchen* – Fitness Fiesta Brings Fun and Activities to Nutrition**

**WHAT:** The Junior League's *Kids in the Kitchen* - Fitness Fiesta event to promote nutrition and activities for a healthy living.

**WHY:** Fitness Fiesta is part of an initiative to educate both children and their families on the value of healthy food decisions and importance of maintaining an active lifestyle.

**WHO:** Free event for children and their families

**WHEN:** Saturday, Nov. 7, 2009 from 9 a.m. to 3 p.m.

**WHERE:** Boys and Girls Club of Corpus Christi, 3902 Greenwood Drive

**PARTICIPANTS:** American Diabetes Association; Del Mar College Culinary Arts STRA; Corpus Christi Southside Farmer's Market; Family Practice Residency Program at Spohn Memorial; Gloria VanZante, Texas AgriLife Extension Service; Gold's Gym/Suzy Foster-Zumba; HE-Buddy; Jacob J. Moore, MD PA; KEDT-TV; Nutrition Magician, Dyno Don; Pinnacle Performance & Fitness; Women, Infants and Children (WIC)

A recent study conducted by the Agricultural Research Service (ARS) was encouraged by two national trends: the increase in childhood obesity and the increase in the number of meals eaten away from home. More than 16 percent of children and adolescents in the United States are overweight.

“The reason why this is occurring is hard to pinpoint,” said Gloria VanZante, registered dietitian with the Texas AgriLife Extension Service-Expanded Food and Nutrition Education Program. “In addition to other factors currently listed in the literature many of today's parents may have been raised on fast food themselves, and for them this is part of

**-More-**

## Page 2, Fitness Fiesta

a normal lifestyle. As a result, the thought of preparing simple meals is just too inconvenient. Another factor is children are bombarded with TV and video games and they aren't active enough."

The Junior Leagues of Corpus Christi's (JLCC) *Kids in the Kitchen* kicks off their fifth year of the childhood obesity and nutrition education initiative. The *Kids in the Kitchen* program aims to motivate children to learn about healthy eating and make it a natural, lifelong habit. As part of *Kids in the Kitchen*, JLCC volunteers host hands-on educational activities with community partners to help educate children and parents.

"Teaching children good nutrition while they are young can help avoid the risks of being overweight that may lead to chronic diseases that include Type 2 diabetes, high blood pressure and high cholesterol," said Roe Rock, co-chair of *Kids in the Kitchen* committee. "We want to make nutrition fun for kids and show them ways to be active and have a good time."

Pediatricians and other healthcare professionals find the child-obesity trend alarming because of its potential consequences later in life. For example, overweight and obesity may lead to a higher risk of Type 2 diabetes, cardiovascular disease, and certain kinds of cancer or even a higher risk of premature death.

"Intervention and education with parents are key to preventing childhood obesity," said VanZante. "Something as simple as an active lifestyle and adding dairy such as milk can have a tremendous effect on helping with strong bones which is a contributing factor to preventing osteoporosis. Parents need to take an active role in increasing the current activity levels and modifying the eating habits of their children now, so that the quality of life for children can be improved."

The *Kids in the Kitchen*-Fitness Fiesta is a free kid friendly health fair will take place on Saturday, Nov. 7, 2009 from 9 a.m. to 3 p.m. at the Boys and Girls Club at 3902 Greenwood Drive. Door prizes emphasizing activity will be given out at the event.

To learn more about the Junior Leagues' *Kids in the Kitchen* program and to access recipes, tips, quizzes and other resources visit [www.kidsinthekitchen.org](http://www.kidsinthekitchen.org).

###