

NEWS RELEASE



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For Immediate Release

FamilyFest Focuses on Healthy Living Expo Saturday, May 4th at Becker Village Mall

ROANOKE RAPIDS, NC (April 29, 2013)—The Community Health Initiative (CHI) will sponsor the FamilyFest Expo on Saturday May 4, 2013 from 10:00 a.m. - 2:00 p.m. at Becker Village Mall. The expo will bring together a host of community partners and resources and provide nutrition education, exercise information, fun activities and cooking demonstrations. Special guest Trace Jones, former Roanoke Rapids and University of North Carolina Tar Heel Football player, will make an appearance at the expo.

Activities include dancing, corn-hole toss, inflatable playhouse, face painting, martial arts, bike riding, and much more. Cooking demonstrations and information about making alternative food choices will also be available. FamilyFest will encourage families to learn, move, have fun, and make sustainable lifestyle improvements to their overall health.

The FamilyFest expo is sponsored by the CHI. CHI was established to help improve overall health of the Roanoke Valley through collective efforts of community organizations representing all aspects of the community. The current focuses of the CHI is improving health by helping families identify fun activities available in the community to become more active and make healthier meal choices.

The CHI is a joint effort of area businesses, agencies and organizations to address family nutrition and physical activities to help raise awareness of the impact of less healthy life styles on the health of citizens in our community. Health rankings for Halifax County show tremendous opportunities for making strides to improve the overall health of our community.

Halifax County ranked 99th out of 100 counties in overall health ratings in the state; this is next to last. The CHI works to provide information and resources to help all families begin to understand the importance of healthy eating and exercise to address the health challenges we currently face. CHI further strives to build a healthier community where people can easily access healthy affordable foods, safe and clean spaces for recreation and physical activities. This in turn will decrease the incidence and impact of illnesses such as diabetes and heart disease on our community.

For more information about FamilyFest, contact Debbie Sanders at dsanders@halifaxrnc.org or 252-535-8663 or Audrey Hardy at ahardy@halifaxrnc.org or 252-535-8771.

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