



NEWS RELEASE

St. Charles County Government

Department of Governmental Communications

*Lisa Dunham, Director
(636) 949-1892*

KidPower SCC Celebrates A Successful First Summer

Area children enjoy a summer of health and fitness fun

FOR IMMEDIATE RELEASE

Marianne Adolf, Health Education Supervisor

Julie Burkemper, Public Information Officer

October 7, 2004

636-949-7400 x 4244

636-949-7408

St. Charles County – St. Charles County Department of Community Health and the Environment recently received an award for their support of the KidPower SCC program at BJC Health Center. Marianne Adolf, Health Education Supervisor for the Division of Public Health accepted the award on behalf of the department. “We are a proud supporter of this program and believe it is important to the overall health of the community. The benefits of healthy eating and staying physically active are immediate, but KidPower also stresses the importance of adopting these habits for a lifetime of health and wellness,” Adolf stated.

The Healthy Active Youth (HAY) task force of Health Communities St. Charles County launched a new summer wellness program for youth called KidPower St. Charles County. The purpose of the program was to encourage youth to get active and stay active during the summer while also choosing nutritious foods to fuel this active lifestyle. Children who wanted to participate simply picked up a free KidPower SCC poster/calendar from a variety of local sponsoring locations. The calendar contained various activity and nutrition choices from which participants were encouraged to engage in and keep track of on the calendar. The program began in June and concluded with a picnic on August 14 where participants celebrated their accomplishments and received prizes and certificates for their involvement. Participants attending the picnic enjoyed healthy snacks, live music and a chance to win donated prizes such as bicycles, gift certificates, t-shirts, water bottles, stuffed animals, day care tuition, gift baskets and much more!

KidPower SCC organizers are already planning to run the program again in 2005. For more information on how you can become involved as a participant or sponsor, contact the St. Charles County Department of Community Health and the Environment at 636-949-7400 or Health Communities St. Charles County online at www.healthycommunitiescc.com