

Let's Get Healthy For Life, Alexandria!

May 11, 2009

News Highlights:

- Initiative encourages Alexandrians of all ages to adopt a healthy lifestyle
- Kick-off event features a "Challenge Walk Off" for prizes, an appearance by former Washington Redskins player Roy Jefferson, and healthy cooking demonstrations by *Majestic* restaurant chef, raffle prizes including ipod and \$100 Visa card
- The City of Alexandria has joined the national "50 Million Pound Challenge," a fitness program developed by author Dr. Ian Smith and MEC Kids

More Information:

- Contact Carrie Fesperman at 703.838.4400, ext. 263
- 50 Million Pound Challenge: www.50millionpounds.com
- MEC Kids: www.meckids.com
- Partnership for a Healthier Alexandria:
http://www.alexhealth.org/partnership/healthy_lifestyles_work_group.html

On Saturday, May 16, Alexandria Mayor William D. Euille invites residents to Market Square Farmers' Market (301 King St.) from 8:30 to 10:00 a.m. to celebrate the launch of the Mayor's "Get Healthy for Life, Alexandria" initiative. The initiative, developed in collaboration with the Partnership for a Healthier Alexandria and local health and fitness organizations, is a community effort designed to encourage Alexandrians to eat better, start moving, and get healthy.

The kick-off event features an appearance by former Redskins player Roy Jefferson; healthy cooking demonstrations from *Majestic* restaurant chef; special activities for young people sponsored by MEC Kids, a health and fitness social network for youth; and a "Challenge Walk Off" for raffle prizes including an ipod, \$100 Visa card, and more. At the event, adult participants can also join the Mayor's "Get Healthy Alexandria" team for the "50 Million Pound Challenge," a free diet and fitness program developed by Dr. Ian Smith and sponsored by State Farm. As part of the "Get Healthy for Life, Alexandria" initiative, Mayor Euille has joined 14 other mayors who have signed their cities up to take the Challenge. Dr. Smith encouraged the mayors to use the Challenge and its free resources as a platform for addressing the health concerns of their residents.

The Mayor's "Get Healthy Alexandria" team is open to all residents and City employees; for more information, visit www.50millionpounds.com

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