**MEDIA ALERT \*\*\* MEDIA ALERT \*\*\* MEDIA ALERT \*\*\* MEDIA ALERT**

[Month Day, 2019] **Contact:** [Name]

 [Phone number]

[Email address]

**[School Name] Celebrates *Every Kid Healthy™* Weekwith [Event Type]**

***Local Community Joins School Staff to Create a Healthier School Environment for Students***

**What:** In celebration of Every Kid Healthy™ Week(April 22-26), [school name] will host [event type] with teachers, staff, students and volunteers to promote healthy eating and physical activity and the link between health and academic success, and to celebrate the school’s wellness achievements.

Launched by our friends at Action for Healthy Kids (AFHK) in 2013, [Every Kid Healthy Week](http://www.actionforhealthykids.org/what-we-do/every-kid-healthy-week) is an annual observance held the last week of April that shines a spotlight on the great efforts schools are doing to improve the health and wellness of their students and provides an opportunity for everyone in the country to get involved in the celebration by supporting sound nutrition, regular physical activity and health-promoting programs in schools. The week is recognized on the calendar of [National Health Observances.](https://healthfinder.gov/NHO/nhoyear.aspx?year=2018)

**When:** April [Day], 2019

[Time]

**Where:** [Location, Street, City, State, Zip Code]

 [Include any specific direction for media to enter the school, park, etc.]

**Who:** Dozens of students, school staff, parents, and volunteers

[List any names/titles of local dignitaries or other high**-**profile individuals who will attend]

**Why:** One in three kids in America is overweight or obese, putting them at risk for a variety of health complications and chronic diseases. Evidence shows students who eat right and are physically active in school learn healthy lifelong habits and are better equipped to learn and succeed academically. Every Kid Healthy Week celebrates schools who are joining the fight against childhood obesity, undernourishment and physical inactivity among our nation’s youth. Learn more and get involved at: [www.EveryKidHealthyWeek.org](http://www.EveryKidHealthyWeek.org).

**About Action for Healthy Kids®**

Action for Healthy Kids® is a nationwide grassroots network mobilizing school professionals, families and communities to take actions that improve school foods, nutrition education and physical education for all students. With funding opportunities, expert technical assistance, and our flagship program, Game On, Action for Healthy Kids provides full support to schools and families to develop healthy school environments where children thrive. To learn more about the ways our 130,000+ volunteer network is helping to make every kid healthy and ready to learn, visit us at [www.ActionforHealthyKids.org](http://www.ActionforHealthyKids.org) , on Facebook ([act4healthykids](https://www.facebook.com/act4healthykids/)) and on Twitter ([@Act4HlthyKids](https://twitter.com/Act4HlthyKids?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor)).

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