

**A FAMILY HEALTHY MAKEOVER IN 2008:
Northfield Community School's Healthy School Steering Committee
Emphasizes the Importance of Family Health**



**2000 New Road
Northfield, NJ, 08225**

For Immediate Release

1-17-08

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U.S. teens and adults are more likely to consume soda and fried foods, and exercise less than their global teen/adult counterparts. Chronic diseases associated with obesity such as diabetes are now seen in young people. The Northfield Community School's Healthy School Steering Committee (HSSC) is committed to increasing overall health and fitness awareness as well as the development of healthy lifestyles among our community families. To meet these goals, on January 17, 2008, Northfield's HSSC has launched its **Healthy Family Makeover Contest** and **Healthy Family Scrapbook Contest** and will soon launch an interactive website and forum in order to engage our community to take proactive steps towards a healthy lifestyle early on in life.

Northfield, our fitness and health partners, **Mainland Fitness and AtlantiCare**, and our business partner **Atlantic City Outlets, The Walk**, all believe that the American family must change NOW and TOGETHER to live well and prosper.

Healthy Family Makeover Contest

(see attached flyer and <http://hsc.northfield.grouppfusion.com> for more information)

Mainland Fitness's top trainers have developed an all-inclusive, individualized, 12-week family fitness program for our five lucky family participants (valued at \$32,000) that includes access to all fitness classes, ranging from aerobics to yoga to spin, as well as safe, circuit training, cardiovascular training and personal training. AtlantiCare is giving workshops on lifestyle modification, stress management, communication and nutrition. Families will complete AtlantiCare's Healthy Family Scrapbook. Local area chefs from

Bally's Park Place, Catering by Francine, The Outback Steakhouse and ACCC Academy of Culinary Arts are providing healthy cooking classes and additional nutritional advice.

Mainland Fitness reviewed all applicants, interviewed eight semi-finalists and we announced 5 final families to participate in the Healthy Family Makeover Contest on 1/17/08. The five chose Northfield families are the *Devines, McClains, O'Neils, Rabels and Smilowskis*

Healthy Family Scrapbook Contest

(see attached flyer and <http://hsc.northfield.grouppfusion.com> for more information)

This is a fun and flexible "play at home version" of our Healthy Family Makeover. All participating families (including our Healthy Makeover Families) will receive a Scrapbook that was developed by AtlantiCare, which contains Physical Fitness, Nutrition, and Mental Health information and tools such as suggested physical fitness activities and tracking sheets for all physical activities, suggested food intake, fruit and vegetable intake, meal plans, and other nutritional information. Families will receive information on reducing screen time and great alternative activities, as well as heart healthy meal planning, reflection logs, shopping list tracking tools and more. Most importantly, by participating, all families will complete a keep-sake scrapbook TOGETHER that records their journey toward a Healthy Lifestyle!

Prizes for Contest

Atlantic City Outlets, The Walk has donated **two** \$500 shopping sprees and Lexus of Atlantic City has donated \$500 for prizes (pending BOE acceptance of funds). Both are incentives to move our families away from a sedentary lifestyle towards an active, healthy lifestyle. Linda Wasman, owner of **JSC Photography**, will photograph the entire event for us.

While the prizes are most appreciated, what we find most important and invaluable is the way in which these local area businesses have demonstrated, through their generosity, their commitment and dedication to health and wellness.

Additional funding for prizes (such as bikes, iPod Nanos, a family vacation of \$700) and activities/events came through two state grants: Healthy Community Development Grant from the NJ Department of Health and Senior Services (\$2800) and The New Jersey Healthy Schools Grant (\$2500) from the NJ Department of Agriculture.

Obviously, most of the activities are donated from our general partners and sponsors.

Final Comments

Together, we are broadcasting throughout Northfield and New Jersey that American Families are in need of a life makeover.

Northfield's HSSC mission is to promote healthy, positive behaviors in our students, staff and community and to make Northfield the Healthiest Community in New Jersey! The HSSC originally launched in 2006 and provides our community with reliable and useful information on various health and fitness topics through a range of conduits – our website <http://hsc.northfield.grouppfusion.net>, our **2nd Annual Family Health and Fitness Day on February 9, 2008, 12pm-4pm** at Northfield Community School, 2000 New Road, Northfield, NJ, 08225 and many other events and programs.