FOR IMMEDIATE RELEASE

WilCo Wellness Alliance Kicks Off A New Summertime Physical Activity Awareness Campaign

Staying physically active during the summer months can be a real challenge because of the Texas heat. That is why the WilCo Wellness Alliance is introducing a new campaign with tips on how to exercise and be safe during the summertime. The campaign, Be Healthy! Live Well! offers families recommendations on keeping it safe and simple during the hot summer days. First, do a physical activity in the early morning hours before 11a.m. or in the evening after 6p.m. to avoid the heat of the day. Second, staying active doesn’t require an elaborate plan, keep it simple. Go for a bike ride, play in the park, or go for a walk. Third, get the whole family involved. WilCo Wellness Alliance Project Coordinator Melissa Cammack says, “Our goal is to give Williamson County families the information they need to be healthy, stay active in the summer, and play it safe.”

The Be Healthy! Live Well! campaign features a :30 second commercial, filmed in Round Rock, with a family enjoying the outdoors and offers guidance on how to stay safe in the heat. The commercial will run during previews in movie theaters throughout Williamson County and Pflugerville through Friday, August 31st, 2012. The commercial, is also supported by a social media promotional campaign that will direct internet searchers to a new webpage with links to city parks and recreation departments, local gymnasiums, and recreation centers in Williamson County. The resource webpage also includes links to water and outdoor safety tips from the U.S. Centers for Disease Control.

Checkout the Be Healthy! Live Well! Commercial posted on the WilCo Wellness Alliance YouTube Channel at: http://www.youtube.com/watch?v=RICrwCs-etE. The resource webpage is located at: http://www.wcchd.org/services/health_education/be_healthy!_live_well!.php

The WilCo Wellness Alliance was formed in 2009 when the County was designated as an Action Community for Health, Innovation, and Environmental Change (ACHIEVE) by the National Association of Chronic Disease Directors. Earlier this year, the Williamson County and Cities Health District (WCCHD), on behalf of the WilCo Wellness Alliance, received a grant from the Department of State Health Services to address issues, including 1) tobacco free living, 2) active living and healthy eating, and 3) high impact, evidence-based clinical and other preventive services, specifically prevention and control of high blood pressure and high cholesterol.

-30-