



WILLIAMSON COUNTY AND CITIES HEALTH DISTRICT

NEWS RELEASE

Contact: Melissa Cammack, MS, CHES 512-943-3667

FOR IMMEDIATE RELEASE

The Monument Café and Carino's Italian Recognized by WCCHD Board of Health for Contributions to Improving the Community's Health

November 30, 2011 (Williamson County) –

The Monument Café, represented by Pattie Meyers, Sales and Marketing Manager; and Carino's Italian Round Rock and Cedar Park locations, represented by Kelly McClain, General Manager of the Round Rock location, were recognized at the November 3rd Williamson County and Cities Health District (WCCHD) Board of Health meeting for being Por Vida, A Better Choice "For Life," (Por Vida/For Life) certified restaurants.

The Monument Café has been an integral member of the WilCo Wellness Alliance's Por Vida/For Life initiative. According to Rusty Winkstern, owner of the Monument Café, "I feel it is our responsibility as food service professionals to provide healthy eating options to our customers and partnering with Por Vida/For Life is a great way to facilitate this change." Several Monument Café employees have worked on this project from the beginning and have a passion for improving the community's health. Carino's Italian Round Rock and Cedar Park are a great addition to the Por Vida/For Life initiative as well. Their San Antonio locations are already certified and they were thrilled to continue to work with the initiative in order to offer healthy options to the community. Chris Peitersen, Vice President of Culinary Development says, "Providing healthy options is a priority for Carino's, such as our under-500 calorie kids menu. Participating in Por Vida/For Life is another way we can encourage a healthy lifestyle in our local communities."

Por Vida/For Life is a menu labeling and recognition program for restaurants offering healthy menu items. Restaurants voluntarily and confidentially submit their recipes to be analyzed for a specific number of calories, fat, and sodium. The WilCo Wellness Alliance offers the use of a registered dietitian, free of charge, to help restaurants determine which menu items to select for analysis or help alter recipes to fit criteria if they would like. WilCo Wellness Alliance members working on this initiative are Sodexo, The Monument Café, Georgetown Independent School District and PTA, Department of State Health Services and WCCHD.

The Por Vida/For Life initiative is run by the WilCo Wellness Alliance with permission by the San Antonio Metropolitan Health District, the San Antonio Restaurant Association, and the San Antonio Dietetic Association. Restaurants interested in learning how to become Por Vida/For Life certified or for other questions about the initiative please contact Melissa Cammack at 512-

943-3667 or mcammack@wcchd.org. Additional information on this initiative can also be found at www.wcchd.org/wwa.htm or <http://www.youtube.com/user/WilCoWellness>.

The Board of Health serves as the governing body and administrative public health board for the county and member cities with the authority to adopt rules necessary and appropriate to promote and preserve the health and safety of the public. Board directors serve without compensation for staggered three-year terms. For more information about the Board of Health, please visit our website at <http://www.wcchd.org/BoardHealth.htm>.