



**WILLIAMSON COUNTY AND CITIES HEALTH DISTRICT**  
**NEWS RELEASE**

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**FOR IMMEDIATE RELEASE**

*WilCo Wellness Alliance Members Plan the  
First Annual HeartChase in Georgetown*

November 30, 2011 (Williamson County) –

Georgetown participated in its first annual HeartChase event, created by the American Heart Association, on Saturday, November 19<sup>th</sup> at San Gabriel Park. The event combined physical activity, education on healthy lifestyle choices, and raising money to support the life-saving work of the American Heart Association. HeartChase is a pilot event of the American Heart Association. Georgetown was the only location selected in Williamson County and one of only 18 locations in Texas.

Forty-two teams of two to five participants competed in this year's event which was sponsored by Scott & White Healthcare and Scott & White Health Plan. Approximately 150 participants and volunteers participated in the event and \$14,165 was raised in sponsorships, registration fees, and donations for the American Heart Association's cardiovascular research and educational programs throughout Central Texas.

Teams moved throughout the park in an effort to solve clues at each checkpoint and accumulate points in the quickest time possible so they could be named as HeartChase champions. Teams earned extra points by finding Hidden Treasure Tags scattered throughout the park. Prizes were given to the top three teams with the most points as well as to the team with the most creative costumes. Trophies were given to the top elementary, middle, and high school. Prizes were donated by Texas Star, Round Rock Express, Mel's Lone Star Lanes Bowling Alley, The Monument Café, and Carino's Italian.

Several organizations of the WilCo Wellness Alliance served as the planning committee for this inaugural event: Georgetown Independent School District and Council of PTAs, City of Georgetown, Scott and White Healthcare, Seton Medical Center Williamson, St. David's Georgetown Hospital, and Williamson County and Cities Health District.

The WilCo Wellness Alliance is a community coalition focusing on the prevention and reduction of chronic diseases by increasing opportunities for healthy lifestyle choices in the community through nutrition, physical activity, and/or tobacco cessation initiatives and activities. One initiative is Por Vida/For Life which is a menu labeling and recognition program for restaurants who offer healthy menu items. The Monument Café and Carino's Italian are certified restaurants; just look for the Por Vida/For Life logo or ask the wait staff for information! For information on other initiatives visit [www.wcchd.org/wwa.htm](http://www.wcchd.org/wwa.htm) or contact Melissa Cammack, Coordinator, at 512-943-3667 or [mcammack@wcchd.org](mailto:mcammack@wcchd.org).

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