



For Immediate Release: Monday, Dec. 24, 2007

Contact: Theresa Moreno at 512-563-3849  
Or e-mail [theresa@texasroundup.org](mailto:theresa@texasroundup.org)

## Statewide Initiative Calling for Texans Staying Fit over the Holidays

Austin, Texas—Today, Texas Round-Up health and fitness initiative announces its search for both an adult and a child spokesperson for the 5<sup>th</sup> annual Texas Round-Up 10K race and fitness festival in April 2008. The Fit Texan and Fit Kid will have overcome health and weight challenges through lifestyle changes such as diet and exercise. The contest provides an incentive for people to start making positive life changes by learning from others who have overcome health obstacles.

According to the U.S. Department of Health and Human Services, an estimated 300,000 deaths per year may be attributed to obesity. “The rising obesity rate in our state is not news,” said Meredith Garcia, Texas Round-Up executive director. “But there are people committed to changing their lives and their health and we want to share their stories and reward them for their hard work.”

In addition to being a Texas Round-Up spokesperson, the Fit Texan and Fit Kid will receive a VIP Weekend to attend the 5<sup>th</sup> annual Texas Round-Up 10K, 5K and Family Mile run/walk and fitness festival on April 25-26, 2008 in Austin. All adults and children who have made healthy improvements are invited to enter the contest. Deadline for entry into the Fit Texan and the Fit Kid challenges is March 1, 2008. Complete details about the contest rules and offerings are listed at [www.texasroundup.org](http://www.texasroundup.org).

### **Last year’s winner still on track**

Betty Davis, the 2007 Fit Texan, suffered from the degeneration of her knees and was confined to a scooter when doing shopping and other activities. In November 2005 Davis learned about the Texas Round-Up program, modified her diet and began walking. “I am so amazed at how wonderful I feel,” said Davis. “People that did not know me before have no idea what I was like before I started my fitness journey.” In addition to gaining a more active life, Davis has lost more than 70 pounds and her blood pressure and cholesterol are right on track.

In 2004, Governor Rick Perry launched the Texas Round-Up statewide fitness initiative and 10K race to motivate and encourage Texans to become more active and incorporate healthy choices into their daily lives. Today, Texas Round-Up is an independent not-for-profit organization working to improve the health of Texas through education and promotion of physical activity and healthy living.

###