



For Immediate Release

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News Release

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Texas Round-Up Issues a Summer Family Fitness Challenge

Three winning families will receive an H-E-B gift card

Austin, Texas—Today, Texas Round-Up health and fitness initiative announces its Summer Family Fitness Challenge in partnership with H-E-B, calling on families to commit to regular physical activity for a minimum of six weeks. Families that complete the challenge and log their fitness activities on Texas Round-Up's free online program *GetFitTexas!* are eligible to win one three healthy gift packages including a \$150 gift card provided by H-E-B. The challenge begins on July 5th and extends through August 29, 2009.

According to the U.S. Department of Health and Human Services, an estimated 300,000 deaths per year may be attributed to obesity. "Parents have an opportunity to give their children an amazing gift – a passion for being healthy," said Meredith Garcia, Texas Round-Up executive director. "By showing them physical activity can be fun and can be done together as a family, you can instill life-long habits as well as create some wonderful memories."

To participate in the challenge, families consisting of two or more members can sign up for the free online program *GetFitTexas!* at www.texasroundup.org. Families logging the required amount of activity each week (150 minutes/week for adults and 300 minutes/week for kids), for six weeks will be able to download a certificate of completion. Families with 100 percent completion will receive an entry to win a healthy prize package including a one hundred and fifty dollar H-E-B gift card. For those winners that do not have H-E-B grocery in their area, Texas Round-Up will issue a gift card to their local grocer. Visit the web site for complete challenge details.

Families that successfully complete the challenge can earn an additional entry to win a prize package by submitting a photo along with a caption or summary of their favorite family fitness activity. Selected photos will be posted on Texas Round-Up's FitKids web site at <http://fitkids.texasroundup.org>. FitKids, sponsored by the Michael & Susan Dell Foundation, is a Texas Round-Up program designed to educate children about nutrition and fitness.

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. To learn more about Texas Round-Up and its programs, visit www.texasroundup.org.

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