



**MEDIA ALERT  
FOR IMMEDIATE RELEASE**



*Learn and Live*

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**First-Ever Kids Healthy Living Festival Comes to High Point**  
*American Heart Association and High Point Regional Health System's  
Carolina Regional Heart Center join together to fight childhood obesity.*

**What:** This is the first generation of children that could have a shorter life span than that of their parents due to poor nutritional habits and physical inactivity. For the first time, the American Heart Association and High Point Regional Health System's Carolina Regional Heart Center have joined together to host the Kids Healthy Living Festival to fight childhood obesity. Free health screenings for children will take place, including blood pressure, body mass index and height/weight screenings. Also, attendees will be able to view their hearts pumping on the Heart Center's mobile echocardiogram machine. The High Point Regional chef will be holding cooking demonstrations and free fresh fruit smoothies and healthy snacks will be available for attendees. "Get Active" programs will take place throughout the event including a Jump Rope For Heart Demonstration followed by a Jump Rope Clinic. Heart healthy information for children and families will also be available. In addition, every child will leave with a prize. Courtesy of Carolina Regional Heart Center, a grand prize drawing for a new bike will take place. This is a rain or shine event – in the event of inclement weather all activities will move inside the Millis Center.

**Where:** Millis Regional Health Education Center  
600 North Elm St.  
High Point, N.C.

**When:** **Saturday, June 5**  
**9-11 a.m.**

**Why:** Over 12 million children in the United States are overweight with another 12 million at risk of becoming overweight. High cholesterol, high blood pressure, and abnormally thick heart muscle tissue coupled with the 70% chance of overweight children becoming overweight adults welcomes a tremendous risk of heart disease into our children's future. Parents and children can help break this trend by learning how they can eat healthier and be more active together as a family.

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**About the American Heart Association**

Founded in 1924, the American Heart Association today is the nation's oldest and largest voluntary health organization dedicated to building healthier lives, free of heart disease and stroke. These diseases, America's No. 1 and No. 3 killers, and all other cardiovascular diseases claim nearly 870,000 lives a year. In fiscal year 2006-07, the association invested more than \$554 million in research, professional and public education, advocacy and community service programs to help all Americans live longer, healthier lives. To learn more, call 1-800-AHA-USA1 or visit [www.americanheart.org](http://www.americanheart.org).