



FOR IMMEDIATE RELEASE

March 31st, 2011

Children's Museum of Denver and The Children's Hospital Partner for Healthy Kids Events *Family Field Day first of quarterly program promoting active lifestyles and healthy eating*



Denver, CO - The Children's Museum of Denver and The Children's Hospital are bringing health and wellness to Denver-area children and their families through a year-long series of events. Health for All Seasons is a quarterly program that will encourage young children to lead active lifestyles and make nutritious food choices. Programs will follow the seasons and emphasize that healthy habits can be fun and simple.

"There is a definite need for more children's health and wellness programs in our community, and this partnership with The Children's Hospital allows us promote the importance of healthy lifestyles in fun and exciting ways," said Mike Yankovich, President of the Children's Museum of Denver.

"As childhood obesity rates continue to rise, it's crucial for community partners to come together to address the issue and to offer helpful solutions to parents and caregivers," said Deb Federspiel, director of the Children's Hospital Advocacy Institute at The Children's Hospital. "Keeping kids safe and healthy is at the core of our mission, which is why we're so excited to partner with the Children's Museum to offer fun ways to get kids moving, and to do it in a way that incorporates safety as well."

The first quarterly program of Health for All Seasons is the Family Field Day & Fitness Fair on Saturday, April 2nd, at the Children's Museum. Children will participate in age-appropriate "field" events like the three-legged race, hula hooping, the long jump and the hospital's well-known Bike Rodeo. The Rodeo includes bike safety lessons and helmet fitting; bicycles and helmets for the event are supplied by The Children's Hospital. Whole Foods Market will provide healthy snacks to field day participants.

Upcoming Health for All Seasons events take place on July 9th and September 24th, 2011, and January 28th, 2012.

What:

Health for All Seasons: Family Field Day & Fitness Fair

Activities:

Field Day Events – Hula Hoop Marathon, The Long Jump, Three-legged Race and The Great Egg Race
Toddler Trot Corner - Phonebook Balancing Act and Bean Bag Toss
Bike Rodeo with The Children's Hospital
Make your own Trail Mix Station
Handlebar Bling Craft Station
Medal Hill - Create "Winner's Buttons"

When:

Saturday, April 2nd

10 a.m. – 2 p.m.

Where:

The Children’s Museum of Denver
2121 Children’s Museum Drive
Denver, CO 80211

Cost:

Free with Museum admission

About the Children’s Museum of Denver

Since its inception in 1973, the Children’s Museum of Denver has been a place that ignites and fosters a great love of learning. Our mission is to create a community where children and their grownups learn through play. The Museum provides rich play experiences and a dynamic learning environment to help young children prepare for their future. The Children's Museum of Denver is a nonprofit 501(c)(3) organization that relies heavily on the support of Museum friends.

The Children’s Museum of Denver is located at I-25 and 23rd Avenue (exit 211), in the Platte River Valley. For more details about the Museum and its programs and events, please visit www.mychildsmuseum.org.

About The Children’s Hospital

The Children’s Hospital has defined and delivered pediatric healthcare excellence for more than 100 years. Founded in 1908, The Children’s Hospital is a leading pediatric network entirely devoted to the health and well-being of children. Continually recognized as one of the nation’s outstanding hospitals by *U.S. News & World Report*, The Children’s Hospital is known both for its nationally and internationally recognized medical, research and education programs as well as the full spectrum of everyday care for kids throughout Colorado and surrounding states. With more than 1,000 healthcare professionals representing the full spectrum of pediatric specialties, The Children’s Hospital network includes its main campus on the Anschutz Medical Campus, 15 Network of Care locations and more than 400 outreach clinics. For more information, visit www.thechildrenshospital.org.

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