



City of Arts & Innovation



News Release

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City announces 'Fit Fresh & Fun' website

www.fitfreshfunriverside.com

RIVERSIDE, Calif. – On Fri, June 15 Riverside will launch a new Fit Fresh & Fun website – fitfreshfunriverside.com!

The website is part of the Start R.I.G.H.T. (Riverside Is Getting Healthy Together) Campaign. Start R.I.G.H.T. is hosted and lead by the Riverside Community Health Foundation. The Campaign is a citywide initiative to provide education and opportunities to improve the obesity rates of the residents of Riverside – specifically to reduce the obesity and overweight percentages of Riverside residents to less than 50% in five years.

The website focuses on three areas: 'Live Right', 'Eat Right', and 'Move Right'.

Mayor Loveridge, a known advocate for fitness, said, “Fit Fresh & Fun is an important quality of life initiative intended to raise health and wellness awareness, knowledge and motivation of individuals and to highlight the many resources here to help residents be healthy. This new website provides a menu of tools such as health and wellness education articles, and an event calendar full of local events to get people moving.”

The website will feature '**Find a Class**' -- a listing of classes, teams, or groups whose mission it is to improve health and have fun and '**Ask an Expert**' – an interactive forum where residents can ask health questions of real, local experts. Additionally, starting in September, the website will have a 'My Passport' feature where participants can log their health progress and actively participate in the Start R.I.G.H.T. campaign in a more personal way. Future features will include a local restaurant guide that helps our community makes the best dining choices at local restaurants.

Look for community events in the months of September, October and November of 2012 that will provide opportunity for Riverside residents to track changes in their overall health – such as weight loss, Body Mass Index, waist circumference, glucose, and blood pressure.

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