



For Immediate Release

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C.H.O.I.C.E.S. holds 5th Annual Children's Nutrition Education and Physical Activity Expo March 27th at Adamsville Recreation Center!

Greetings from Atlanta Mayor Kasim Reed and Honorable Councilman Martin at 11:30am.

February 18, 2010 – Atlanta, GA – The Center Helping Obesity In Children End Successfully (C.H.O.I.C.E.S.) announces their 5th Annual Children's Nutrition Education and Physical Activity Expo to be held Saturday, March 27, 2010 at the Adamsville Recreation Center from 10am –4pm.

Presented by The Aetna Foundation and WSBTV- Channel 2's Family 2 Family, the Expo will kick-off with remarks at 11:30am by Atlanta Mayor Kasim Reed and Honorable Councilman C.T. Martin.

More than 2,000 parents and youth are expected to participate in this free community-wide annual event. The Expo will include fun fitness activities, nutrition exhibitions, free health screens, cooking demonstrations, an Easter egg scavenger hunt and vendor presentations.

In Georgia, 15% children aged 2-4years in the Women, Infant and Children (WIC) program are obese, 24% third grade children are obese, 15% middle school students are obese and 14% high school students are obese according to The Georgia Department of Human Resources, Division of Public Health.

"We are excited about bringing the Expo to the City of Atlanta," said Vanetta Keyes, Founder and Executive Director of C.H.O.I.C.E.S. "It is our hope that this event will serve as a healthy activity for Atlanta parents and youth as well as encourage them to take the principles learned at the Expo and implement them into their everyday lives."

Event Partners for the Expo include The City of Atlanta, Atlanta Public Schools, The Atlanta Braves, The Atlanta Dream, The Atlanta Hawks, The Atlanta Thrashers, Enliven Atlanta Magazine, Fulton County Department of Health, Get Fit Atlanta, GPAN, Reach for Wellness and We Can!.

The event is FREE and open to the public. Volunteers are needed. For registration and volunteer information please visit www.ChoicesForKids.org or call (678) 819-3663.

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The Center Helping Obesity in Children End Successfully, Inc. is a non-profit organization that was formed in April 2002 to join the fight against the deadly epidemic of childhood obesity. The Center aims to spread awareness of this critical issue and significantly reduce the presence of childhood obesity in our communities. The organization's mission is to provide a parent and child resource center for the clinically diagnosed and at-risk children of obesity. The Center promotes weight management and lifestyle changes through nutrition education, peer socialization, physical activity and community involvement.