



NEWS

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FOR IMMEDIATE RELEASE: September 18, 2015

Montgomery County Health Department and Elmwood Park Zoo Launch Program to Reduce Childhood Obesity

Norristown, PA (September 18, 2015) – Saturday, September 19, 2015 marks the grand opening of Montgomery County Health Department’s Junior Inspector Program at the Elmwood Park Zoo in Norristown. The Junior Inspector Program is a passport program which promotes the 5-2-1-0 initiative, encouraging children and their families to achieve five (5) or more servings of vegetables and fruits, two (2) hours or less of recreational screen time, one (1) hour or more of physical activity, and zero (0) sugary beverages a day. The goal of this project is to help families discover ways to incorporate a healthy lifestyle into their daily routine in a fun and recreational environment.

The program is free and begins at the Junior Inspector Healthy Headquarters, a new structure located at the front of the zoo. At the Healthy Headquarters, children will explore 5-2-1-0 related activities and receive an Inspector’s Log that will lead them on a mission to *crack the code* throughout the zoo at hidden stations. The stations will illustrate how the animals practice the 5-2-1-0 code while providing healthy facts and interactive activities. Families can report back to the Healthy Headquarters to have their logbook reviewed. Children will also be able to create their own badge to keep.

Montgomery County Health Department staff will be on hand opening day from 10:00am to 1:00pm to answer questions and provide assistance. For more information visit:

www.montcopa.org/healthyfamily.