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For Immediate Release
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“Tackling Youth Inactivity and Obesity:
Innovative Strategies for Interactive Fitness”

The Greater Rochester Health Foundation is sponsoring an interactive workshop,
“Tackling Youth Inactivity and Obesity: Innovative Strategies for Interactive Fitness”,
Thursday, October 2, 2008, 9:30 am – 2:30 pm at the Strong National Museum of Play.
Increasing the community’s understanding of effective interventions to reduce childhood
overweight and obesity is critical to successfully achieving the Foundation’s 10-year
initiative to improve nutrition and increase physical activity in children.

Bonnie C DeVinney, vice president and chief program officer for the Foundation says,
“This will be a fun and exciting program for our attendees who will start their day on an
interactive game wall in jeans and sneakers – just like kids! Dr. Kyle McInnis and Jim
Teatum have researched how to maximize the effectiveness of interactive game walls for
kids and adults. These games focus on social interaction, fitness and fun. Helping our
kids stay fit isn’t about weights and treadmills – it’s about active play and having fun. We
are very pleased to be presenting this program to people who share our goal of helping
area children become fit and healthy.”

Dr. Kyle McInnis is the director of GoKids Boston which the U.S. Surgeon General
honored with its Healthy Youth for a Healthy Future Champion Award. GoKids Boston
is a research, educational training, and community outreach center of the University of
Massachusetts. McInnis is Professor and Chair of the Department of Exercise and Health
Sciences at the University of Massachusetts in Boston and will present “Combating
Youth and Child Inactivity and Obesity.”

Jim Teatum, educated in exercise physiology and sports science, will present “How to
Promote Interactive Games and Make an Impact in Your School, Agency and
Community.” In 2007, Jim Teatum addressed major fitness conferences in Beijing,
London, Tel Aviv, Moscow and Sydney on the subjects of child obesity and effective corporate wellness programs.

Since 1980 obesity has doubled in children and tripled in teenagers across the country and 21% of third graders in Upstate New York are obese. As children get older, they tend to spend more time (40+ hours) in front of computer, television, and game screens than any other activity in their lives except sleeping.

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The best photo opportunity will be the adult attendees using the interactive game wall from roughly 9:45 to 10:30 in Activity Rooms C and D.