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NAACP Health Committee of Alabama

Press Release

Collaboration: NAACP, The Coca-Cola Foundation, Birmingham Park & Recreation Board, and "I AM BHAM"

Working together to provide free nutrition and free boot camp style physical fitness sessions through Project HELP (Healthy Eating, Lifestyle, and Physical Activity).

Birmingham, AL November 15, 2016: Holiday Quickie is a 5-week boot camp and nutrition classes that will take place at the historic Legion Field hosted by Birmingham Park and Recreation, I AM BHAM, the NAACP, and the Coca-Cola Foundation. The objective is to provide free physical fitness and nutrition sessions through a collaborative effort of entities who all have the same goals in mind. Over a five week period we will encourage individuals and units of 4 people (family, friends, etc.) to compete to determine who will use the information and sessions to become the "Biggest Loser". After the 5-week Holiday Quickie there will be a festive celebration to announce the three individual winners and one unit who've lost the most weight by attending the nutrition sessions, maintaining a journal, and weighing in and participating in the boot camps.

We will host a special kick off on Tuesday, November 15, 2016 from 5:30-7:00pm at Legion Field with over 15 health and wellness vendors, healthy snack samples, and the first day of weigh in along with boot camp. This collaborative effort is free to the public and we encourage family units to come learn and participate together. We are excited about potentially changing lives, piquing the interest of those who want to become more health conscience, and want a change for the better in their lives.

There will be social media campaign to support the efforts of Project HELP (Healthy Eating, Lifestyle, and Physical Activity) which is an initiative by the NAACP and the Coca-Cola Foundation. We will post food demonstrations, Monday night nutrition classes and clips from the boot camp online for anyone to learn. We hope to make a huge impact in our community and in the lives of those in Birmingham, AL and beyond!

For Release [Time, AM/PM Time Zone, Date]



Holiday *fitness* Quickie



November 15th – December 15th

Tuesday & Thursday
6pm

Legion Field Stadium
Gate 7b

