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FOR IMMEDIATE RELEASE

Children on track to making healthier choices after attending summer camp

BUFFALO, N.Y. – Twenty-three children are returning to school with a healthier knowledge base and stronger teamwork skills, thanks to a week-long Summer Fitness Camp for Kids that provoked, according to several parents, enthusiasm for learning and activities. The program was offered by the Hamburg Recreation Department and facilitated by BWI Health Promotions.

Through the “Be Fit Kids” program, developed by BWI, children ages 5 to 12 spent each day learning the fundamentals of good health. The program featured structured activity, exercise-oriented games, circuit training, and health/nutrition education. Special presentations focused on taking responsibility for your own health, eating responsibly, beginning exercise principles, and saying no to drugs.

The camp was held at Hamburg Town Arena from Aug. 17 to 21. It concluded with a “healthy talent show.” Children used their talents – such as creating a puppet show, devising a song, or demonstrating a sport - to address a health topic of their choosing. All attendees received a certificate of participation.

Be Fit Kids was designed by health educators, exercise physiologists and registered dietitians to promote healthy living and learning, decrease childhood obesity, reduce the risk of juvenile diabetes and increase daily physical activity. The program is offered by BWI within school districts and recreation programs.

BWI Health Promotions has been offering creative wellness solutions, fitness programs and worksite health since 1994. Its goal is to provide customized health promotion services that positively impact an organization's bottom line and produce measurable results.

For more information about how BWI Health Promotions services can benefit your organization, call 992-2732.

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Cutlines:

3708: Instructors gather with children enrolled in the Hamburg Town of Recreation’s Summer Fitness Camp for Kids.

3734: Children get a workout at the Hamburg Town Arena through the Summer Fitness Camp for Kids, facilitated by BWI Health Promotions.