

**FOR IMMEDIATE RELEASE:**

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**PLAINFIELD INVITED TO PARTICIPATE IN AMERICA ON THE MOVE WEEK  
WITH THE YMCA, SEPT. 20 - 27, 2009**

*Week-Long Activities Promote Small Steps to Healthy Living*

PLAINFIELD, August 31, 2009 –The C.W. Avery Family YMCA encourages members of Plainfield to participate in health and wellness activities during America On the Move Week with the YMCA, Sept. 20 through Sept. 27. More than 1,300 YMCAs will join with the America On the Move Foundation in this collaborative effort to improve the health of communities across the country.

The YMCA recognizes that maintaining a healthy lifestyle is critical to the nation's efforts to combat the crisis of chronic diseases such as heart disease, cancer and diabetes – the leading causes of death in the United States. While such diseases are prevalent and costly, they are also often preventable through eating healthy and physical activity.

The YMCA and the America On the Move Foundation, a national nonprofit dedicated to improving health and quality of life, are working together to encourage individuals to take small steps to achieve and maintain healthier lifestyles. During America On the Move Week with the YMCA, families and individuals can participate in various activities that promote moving more and making smarter food choices. Each day, participants can count their "steps" taken while engaging in any form of physical activity, such as swimming, biking and dancing, and other group or family activities that promote well-being, such as eating together as a family.

"The C.W. Avery Family YMCA hopes to inspire thousands in the community to take simple steps to achieve lasting healthy changes in their lives," says Lisa Behounek, Health and Wellness Director at the C.W. Avery Family YMCA. "America On the Move Week with the YMCA provides individuals and families with tools to make healthier choices at home, work, school and throughout the community."

According to research by the America On the Move Foundation, making two small daily changes – taking 2,000 more steps (the equivalent of about a mile) and eating 100 fewer calories – can prevent the average annual weight gain of one to two pounds. This year, the goal is to reach 12 million steps here in Plainfield and 10 billion steps across the country during this designated week.

"Collectively, we can work together to remove barriers and increase opportunities for physical activity and healthy eating for all," says Behounek.

Participants of all ages can go to their local YMCA to participate in activities, such as the 5k training group on Tuesday and Thursday evenings at 6:30pm (August 18-September 24) and the Family Fitness and Fun Day on September 26, 2009 starting at 11:15am (Please register by September 19<sup>th</sup>). Included in the Family Fitness and Fun Day, a free event that is open to the community, will be a family walk from the YMCA to and around Settler's Park followed by swimming in the YMCA Water Park, jumping in the inflatable bounce houses,

healthy refreshments and more. In addition, all members of the community are encouraged to track their steps or step equivalents taken from September 20-27<sup>th</sup>. All individuals reaching at least 60,000 steps will be entered into a raffle to win a free membership. Step tracking forms are available at the YMCA or [www.jolietymca.org](http://www.jolietymca.org).

For more information, contact Lisa Behounek @ 815-267-8600x206 or [Lbehounek@jolietymca.org](mailto:Lbehounek@jolietymca.org).

America On the Move Week with the YMCA is a partnership between the YMCA and the America On the Move Foundation. America On the Move is a national non-profit organization dedicated to improving health and quality of life by promoting healthy eating and active living for individuals, families, communities and society. PepsiCo is supporting this effort as a national supporter of YMCA Activate America and the National Presenting Partner of America On the Move Week with the YMCA.

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**About YMCAs:** The nation's 2,686 YMCAs serve 21 million people each year, including nearly 10 million children under the age of 18. YMCAs respond to critical social needs by drawing on their collective strength as one of America's largest not-for-profit community service organizations. Through a variety of programs and services focused on the holistic development of children and youth, family strengthening, and health and well-being for all, YMCAs unite men, women and children of all ages, faiths, backgrounds, abilities and income levels. From urban areas to small towns, YMCAs have proudly served America's communities for nearly 160 years by building healthy spirit, mind and body for all. Visit [www.ymca.net](http://www.ymca.net) to find your local YMCA.

**About American on the Move:** America On the Move Foundation (AOM) is the leading non-profit organization fighting the obesity epidemic by providing consumer-focused solutions for individuals, families, organizations, and communities. Through its programs and outreach, AOM initiates and maintains meaningful and measurable individual, social, and environmental behavior changes that support healthy eating and active living habits in our society. AOM's science-based programs provide the support and tools that help individuals of all ages manage weight effectively through energy balance. All programs are available at [www.americaonthemove.org](http://www.americaonthemove.org).

**About PepsiCo:** PepsiCo offers the world's largest portfolio of billion-dollar food and beverage brands, including 18 different product lines that each generate more than \$1 billion in annual retail sales. Our main businesses – Frito-Lay, Quaker, Pepsi-Cola, Tropicana and Gatorade – also make hundreds of other nourishing, tasty foods and drinks that bring joy to our consumers in over 200 countries. With more than \$43 billion in 2008 revenues, PepsiCo employs 198,000 people who are united by our unique commitment to sustainable growth, called Performance with Purpose. By dedicating ourselves to offering a broad array of choices for healthy, convenient and fun nourishment, reducing our environmental impact, and fostering a diverse and inclusive workplace culture, PepsiCo balances strong financial returns with giving back to our communities worldwide. For more information, please visit [www.pepsico.com](http://www.pepsico.com).