



Perris Press Release

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Perris to Launch Wellness Campaign

Live Well Perris.

That's the name of a City-wide get-fit program Perris will launch later this year.

The multi-pronged wellness campaign includes plenty of fun and physical exercise contests, healthy eating and cooking tips, information about how to prevent diabetes, high-blood pressure and other obesity-related conditions—all while incorporating the latest social media platforms to allow Perris residents to brag about their success at losing weight or building muscles.

The Perris City Council is set to formally consider the campaign in May and the first community fitness day could take place as early as June.



Perris Information Technology Manager Arturo Cervantes explains a possible facebook app for the "Live Well Perris" physical fitness campaign.

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Perris City Councilman Julio Rodriguez and Assistant City Manager Ron Carr exchange ideas about the upcoming "Live Well Perris" fitness program. Caption for image.

committee of Perris staff members led by Assistant City Manager Ron Carr and City Council members Rita Rogers and Julio Rodriguez held an informal brain-storming session this week.

The committee proposed several activities—from a "biggest loser Perris" contest to 5K run to a hip-hop dance contest to a nature walk at the Lake Perris State Recreation Area to a community health fare—likely to attract a wide variety of participants. Carr said the City will seek public input about other activities following City Council's approval.

"We expect to develop a really fun, really exciting group of activities," he said.

Once "Live Well Perris" receives approval, residents should watch for a webpage devoted to the effort on the City's website, www.cityofperris.org as well as regular updates on its facebook page, Perris Today, and public access Channel 3.

"We expect to develop a really fun, really exciting group of activities," Carr said.

Carr said the overarching theme of Live Well Perris will be Healthy Eating Active Living—HEAL for short. Those twin goals dovetail nicely into the "Let's Move!" cities plan backed by First Lady Michelle Obama as well as the President's Challenge for Physical Fitness.

In 2010, Michelle Obama called upon American mayors to take the lead in designing city-specific programs to help childhood obesity and in general improve the overall health of the towns. Some of the pillars of the "Let's Move!" campaign include helping early child care providers and educators incorporate the best practices for nutrition and physical activity into their programs and making available healthy food at schools by participating in the School Breakfast Program (SBP) and the National School Lunch Program (NSLP). Other tenants of the program posting sustainable food-service guidelines at municipal and county venues that serve food and increasing access to play areas as a way to encourage greater physical fitness.

The President's Challenge for Physical Fitness measures success in various forms of exercise for children and adults. In youngsters, those include the ability to complete curl-ups or partial curl-ups, a shuttle run, endurance walk, pull ups and V-sit reach. For adults the challenge provides measures for aerobic fitness, muscular strength and endurance, flexibility and body composition.

Social media will play a vital role in publicizing "Live Well Perris." The City will consider funding for an app that will allow residents to track their fitness routines and how those programs improve their health. Perris residents also will have the opportunity to brag about their accomplishment—whether its losing weight or completing a fitness challenge or adopting a healthy lifestyle—as a result of taking part in the Live Well program. City officials also believe Live Well participants will get the chance to explore parts of Perris they may not know exist.

Perris City Councilman Julio Rodriguez said he whole-heartedly backs the initiative. He promised to take part in many of the physical activities that develop from the "Live Well Perris" program."

"It is important for the City of Perris to support health and wellness, especially for our youth," he said. "As elected official, we need to step it up."

City Councilwoman Rita Rogers also attended the initial brain-storming session. She said the "Live Well Perris" program marks the first time the City has come together to develop a comprehensive way to increase physical fitness and address medical problems caused by bad eating, lack of mobility, smoking and other lifestyle choices.

"The City cannot afford to be left behind on this important public-health project," she said. "Since Perris has developed the reputation for being on the cutting edge, I nothing but a great and successful program. I am excited."

Perris Mayor Daryl Busch said a "healthy city leads to healthy lives for our residents and that's a long-range societal benefit."

"When people are healthy, they're happier too," Busch said. "That makes for a much better community."



Administrative Services Manager Isabel Carlos, Human Resources Analyst Saida Amozgar and Perris City Councilwoman Rita Rogers discuss the "Live Well Perris" campaign at a City Hall brainstorming session this week.



Perris City Clerk Judy Haughney said that designated smoking and non-smoking areas around the City Hall Campus should be considered as part of the "Live Well Perris" campaign.



Perris Assistant City Manager Ron Carr says that smart food choices and recreational activities will be cornerstones of the "Live Well Perris" campaign.