# **FOR IMMEDIATE RELEASE** Contact: [Insert name]

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**[Insert Site Name] Recognized by Let’s Go! for Helping Kids Make Healthy Choices**

**[INSERT TOWN NAME], Maine** – [Insert site name] has been recognized by Let’s Go! as a Gold site for their commitment to improving children’s health. Let’s Go!, a nationally-recognized childhood obesity prevention program, has honored 580 sites across Maine and New Hampshire’s Mt. Washington Valley for creating environments that support healthy lifestyle choices. Recognition is based on implementation of the program’s five evidence-based strategies to increase healthy eating and active living.

[Insert site name] is committed to making it easier for children to eat well and be active. Their efforts include limiting or eliminating sugary drinks and promoting water as the drink of choice, prohibiting the use of food as a reward, and limiting unhealthy choices during snacks and celebrations, focusing on alternatives. Additionally, they work to provide opportunities for physical activity outside of recess on a daily basis.

“Let’s Go! is proud to partner with [Insert site name] to promote healthy changes in the places where children and families live, learn, work, and play,” said Tory Rogers, M.D., senior director of Let’s Go!. “Even with the difficulties presented during the pandemic, [Insert site name] stepped up and continued to make healthier choices a priority. It is this hard work that is crucial to the the success of this program.”

Introduced in 2012, the Let’s Go! recognition program identifies and celebrates schools, out-of-school programs, and early care and education programs for their role in improving the health of all children. The program focuses on sustainable change. Gold, the highest level of recognition, is reserved for sites that have implemented the strategies, communicated messages, and written all five strategies into policy.

Let’s Go! partners with 1,648 sites across 293 towns. A listing of all recognized sites can be found at <https://sites.letsgo.org/>

About Let’s Go!

Let’s Go! is a nationally recognized childhood obesity prevention program that reaches children and families where they live, learn, work and play. Let’s Go! is committed to promoting policy and environmental changes at early care and education programs, schools, out-of-school programs, health care practices, and workplaces. The program’s multi-setting approach, daily 5-2-1-0 message (five or more fruits and vegetables, two hours or less of screen time, one hour or more of physical activity and zero sugary drinks) and 10 evidence-based strategies are used to effect change across the state of Maine. Strong leadership from The Barbara Bush Children’s Hospital at Maine Medical Center and collaboration across health systems and community health coalitions contribute to the program’s success.