

# NEWS RELEASE

**ROCKFORD PARK DISTRICT** MAKING MEMORIES FOR A LIFETIME

**From:** Rockford Park District  
**For Immediate Release:** Monday, July 19, 2010  
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## **Get Moving Committee Launches “Magic of Water Week” Promotion**

**Rockford, IL** – With a mission of developing a healthy, active community in the Rockford region, the Get Moving committee is launching their “**Magic of Water**” promotion this week. “The goal of this promotion is to educate the community by sharing the benefits of drinking water. We are distributing fun ‘water kits’ to over 4,000 youth this summer to educate families on healthy beverage options in an effort to fight obesity,” said Laurie Anderson, Rockford Park District Community Recreation Manager. “In addition to receiving the ‘Magic of Water’ kits, each day participants will learn a new healthy water tip from their recreation program instructor about why it is important to drink water while playing and exercising,” she continued.

### **Magic of Water Kits**

Between July 19 and 23, over 4,000 water kits will be distributed to youth enrolled in a Rockford Park District camp, sports program, and at area schools. Each kit includes the following:

- \$3 off admission to Magic Waters
- Buy 1 Get 1 Free admission to: Carlson Ice Arena, Riverview Ice House, Alpine Pool, Sand Park Pool, and the Forest City Queen
- Discounted admission to Discovery Center Museum celebrating with a “water play day” on August 13
- 1 bottle of water
- 1 parent/adult flyer with information about the importance of drinking water during play, health benefits, and a fun, family-friendly homemade sports drink recipe

“One of our committee’s goals is to promote to the community the importance of a healthy lifestyle. Our Magic of Water promotion will assist us in educating area youth and families on the health benefits of drinking water,” said Dr. Thomas Schmitt, Rockford School District and Get Moving Steering Committee Member.

### **Get Moving Participating Agencies**

Boys & Girls Club, Illinois Jets, Winnebago County Health Department, Rockford Park District, La Voz Latina, YMCA.

For additional information on the Get Moving initiative, visit [www.getmovingnow.net](http://www.getmovingnow.net). For Magic of Water info, visit [www.rockfordparkdistrict.org](http://www.rockfordparkdistrict.org) or call 815-987-8800.

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**ROCKFORD PARK DISTRICT**

401 South Main Street • Rockford, IL • 815-987-8800 • 888-871-6171 (TTY) • [www.rockfordparkdistrict.org](http://www.rockfordparkdistrict.org)



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