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**For Immediate Release: Middle Schools Fight Childhood Obesity Using the Power of Live Theater - THIS IS YOUR LIFE! is Coming to Town!**

Date: \_\_\_\_\_ Time: \_\_\_\_\_

School: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

**For More Information, Contact:**

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To help counter the nation's number one health epidemic of childhood obesity, THIS IS YOUR LIFE!, a thought-provoking and rib-tickling live theater show, will be presented at \_\_\_\_\_, thanks to sponsorship by \_\_\_\_\_.



Using the power of live theater, this fun-filled, national touring performance will help young teens learn how to see through media messages and peer group pressures in order to make healthier eating and exercise choices, while building positive body image and self-esteem.

Bringing on to the stage a life-size Barbie doll, improvisation, fun food skits, and audience participation, the THIS IS YOUR LIFE! program teaches teens that every body is different and that it's important to treat your body right, whatever its size or shape. The program encourages students to critically evaluate media messages and peer group pressures in order to take charge of growing up healthy and fit. Students learn how to see through the thousands of junk food advertisements they see each year and to decipher food labels to identify the most nutritious choices. They discover why eating breakfast helps maintain a healthy weight, how to enjoy regular physical activity, and easy ways to get a balanced diet, even when eating on the run.

In addition to the live theater performance, schools receive comprehensive follow-up activity kits with materials for parents, students, teachers, and health staff to help keep the messages alive all year long.

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Created by FoodPlay Productions, an Emmy Award-winning nutrition theater and media company, THIS IS YOUR LIFE! educates, entertains, and empowers adolescents, providing them with the information they need to balance their nutrition and physical activity habits for health and avoid the pitfalls of fad dieting and disordered eating.

While THIS IS YOUR LIFE! is fun-filled and entertaining, its messages are quite serious. In the last 20 years, obesity rates have doubled among children and tripled among teenagers. Type 2 diabetes, once a disease of adults, is now affecting children at alarming rates. The Centers for Disease Control and Prevention reports that of children born in 2000, one out of three Caucasian children, and one out of two African American and Latino children will get diabetes if current eating and exercise habits don't improve.

On the other extreme, eating disorders, harmful dieting practices, and tobacco use are being reported among younger and younger children. By fourth grade, two thirds of our nation's girls have gone on some kind of fad diet because they think they are "fat." Up to 20% of today's female high school students and increasing numbers of male students report signs of eating disorders.

THIS IS YOUR LIFE! was created by Barbara Storper, MS, RD, a leader in the field of children's nutrition and Executive Director of FoodPlay Productions, with award-winning writer/actors Paul Wagner and Michael Dorval. The research-based program was developed under original sponsorship by the Massachusetts Department of Public Health and the Centers for Disease Control and Prevention, and has been highly evaluated—showing dramatic improvements in students' knowledge, attitudes, and behaviors regarding nutrition and health issues.

FoodPlay Productions is a national award-winning nutrition and health media company that creates touring theater shows, video/DVD kits, and media campaigns to turn children on to healthy habits. Since its founding in 1982, FoodPlay Productions has reached over three million children coast to coast with its live nutrition and health theater programs.

For more information about shows and other fun-filled nutrition resources, contact FoodPlay Productions at 413-247-5400/1-800-FOODPLAY, [info@foodplay.com](mailto:info@foodplay.com), or [www.foodplay.com](http://www.foodplay.com).

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