



**JUNIOR LEAGUE OF
MEMPHIS**

Women building better communities

Contact:

Cara Sievers

901.219.0704

carabethe@gmail.com

FOR IMMEDIATE RELEASE

Step Up to End Childhood Obesity
Junior League of Memphis Hosts the 5th Annual 5K for Kids

Memphis, Tenn. – June 5, 2014 – Spring into action and get ready to lace-up those running shoes! Registration is open for the 5th Annual Junior League of Memphis (JLM) 5K for Kids – Taking Steps to End Childhood Obesity. Parents are encouraged to bring their children for a morning of family fun on May 10, 2014, at 9 a.m. The race will begin and end at the JLM Community Resource Center located at 3475 Central Ave. The race course will take runners and walkers through the beautiful streets of the University and Chickasaw Gardens areas.

Families can take action now by personally making the decision to use this event as a way to get active. Register online at www.ilmemphis.org or by calling the JLM at [\(901\)452-2151](tel:9014522151). Early registration is encouraged. Registration will be available from 8 a.m. to 8:30 a.m. on race day.

“The JLM is dedicated to the health and well-being of all children in Memphis. We work year-round to promote healthy lifestyles and choices,” says Stephanie Simpson, JLM President. “Our race is an opportunity for the community to join us in taking a stand against childhood obesity.” Junior League of Memphis’ annual 5K event showcases JLM’s commitment to help promote healthy and active lifestyles in children.

Tennessee ranks 6th nationally in childhood obesity rates; children in our community are at an increased risk for diabetes, heart disease and other life-long health issues unless this trend is reversed.

Race activities will include live music, an awards ceremony and child-friendly activities such as a children’s fun run, games and a “Kids in the Kitchen” activity area where kids and their parents will be taught how to make healthy snacks. Strollers are welcome.

About the Junior League of Memphis

The Junior League of Memphis is an organization of women committed to promoting voluntarism, developing the potential of women, and improving communities through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable. As one of the largest volunteer groups in the Mid-South since 1922, the JLM is committed to improving the lives of women and children in the Memphis community. For more information, please visit www.ilmemphis.org.

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