

Aggieland Kids Triathlon & Family Health and Fitness Fair at Texas A & M University

Join the Children's Museum and the Brazos Valley Obesity Prevention Network as we stand up to fight childhood obesity in the Brazos Valley!

Consider these facts:

- 8% of Texas 12th graders passed the state physical fitness assessment.
- Less than 33% of 3rd graders were deemed physically fit.
- The C.D.C. reports that the childhood obesity rate has tripled in the past 30 years.
- Chronic illnesses, such as type 2 diabetes have increased at the same rate.
- P E requirements have continually decreased and have been eliminated in many Texas Schools.
- In 1965, almost 90% of children walked or rode their bikes to school. Today, that figure is less than 12%.
- 2/3 of Brazos Valley adults are overweight, and almost 40% of children are overweight or obese.
- A child who is obese by age 12 has more than a 75% chance of becoming an obese adult.
- In the Brazos Valley, 28 % of residents were assessed in 2008 to be at normal weight, 31 % were overweight, 24 % were obese, and 15 % were morbidly obese.

The Children's Museum of the Brazos Valley through it's "Healthy Kids Initiative" in partnership with the Brazos Valley Obesity Prevention Network is excited to host the 1st annual Aggieland Kids Tri & Family Health and Fitness Fair at Texas A & M University on June 10th and 11th, 2011.

Join us as we work to promote family fitness and stop the tidal wave of childhood obesity that threatens the very livelihood and future of our kids.





AggieLand Kids Triathlon & Family Health and Fitness Fair

The Children's Museum of the Brazos Valley is excited to announce our next venture in our "Healthy Kids Initiative". We have partnered with the Brazos Valley Obesity Prevention Network (BVOPN) to host a triathlon for kids. This is the first event of its kind for the Brazos Valley and will provide kids, ages 6 to 15, the opportunity to compete in a multi-sport event in a safe and positive environment. We expect up to 500 kids and their families to attend and participate in this event!

Our "Healthy Kids Initiative" focuses on teaching kids that living a healthy lifestyle can be easy and fun. While competition is always part of any race, the main focus of this event is for the kids, their families and the community to have FUN. This event will promote active and healthy activities that can be enjoyed for a lifetime.

The AggieLand Kids Triathlon will be held at the Texas A&M Campus Rec Center and surrounding areas on June 11, starting at 7:30am. Positions for sponsorships are available for both a title sponsorship and non-title sponsorships. This event will be heavily promoted, utilizing media, Facebook, websites, local schools and the health and fitness community. Please read the following pages regarding becoming a sponsor for the AggieLand Kids Triathlon.

On Friday June 10th from 4pm to 7pm, there will be a Family Health and Fitness Fair where local health experts will be on hand to discuss family fitness, health, and nutrition topics. Sponsors will be able to visit with the families during this time.

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Sponsor name _____ Sponsor Level _____

Checks made payable to The Childrens Museum of the Brazos Valley due by April 1st, 2011\

