



PRESS RELEASE

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EL MONTE RESIDENTS RESPOND TO FIRST LADY'S 'LET'S MOVE CAMPAIGN' WITH INAUGURAL BOBBY SALCEDO WELLNESS JOG

More than 1,000 El Monte school children and residents to participate in community health and fitness event renamed after late school board member and beloved city leader

El Monte, Calif. – On Saturday, April 24, El Monte residents will respond to a call-for-action by community leaders to become more physically active as they take the first step to creating a healthier El Monte by participating in the first annual Bobby Salcedo Community Jog (formerly the El Monte Community Jog-a-thon). This event is a partnership between the El Monte City School District (EMCSD) and City of El Monte and was created in response to First Lady Michelle Obama's "Let's Move" campaign and the "Get Active, Get Healthy LA" initiative as a way of motivating local residents to take charge and become more healthy.

"The City of El Monte is doing great things to promote health and wellness, and this is yet another way to encourage and educate residents about the importance of healthy living," said City of El Monte Councilwoman Norma Macias. "It is very appropriate that this event is honoring Bobby Salcedo, as we all know the well-being and health of El Monte residents were among his top priorities."

Local leaders including Congresswoman Judy Chu, El Monte City Mayor Andre Quintero and EMCSD Superintendent Jeff Seymour will kick-off this event. The event was renamed and is being held in memory of the late EMCSD board member, Bobby Salcedo, to celebrate his life and love of running. This is the third jog-a-thon EMCSD and the City of El Monte have hosted. It is expected that more than 1,000 people will attend along with 30 local businesses that will promote health and wellness via an informational fair.

The City of El Monte is working to end obesity among its communities. The Bobby Salcedo Wellness Jog is a clear representation of a pioneering effort to make the City of El Monte a healthier place to live in the midst of the nation's obesity epidemic. The City of El Monte is a model city whose efforts are worth replicating in any city across the country. Currently childhood obesity rates have leveled off in L.A. County at 22.9 percent, an indicator of the success of social marketing events such as this one. Nonetheless, there is much more to be done and El Monte is ready to take on the challenge.

The El Monte City School District and *Network for a Healthy California* have worked with all 15 EMCSD school sites to promote healthy eating and physical activity through student, parent and teacher nutrition/physical activity education for over 10 years. Every year the *Network* reaches out to more than 10,000 students, parents and teachers with nutrition/physical activity education messages.

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The City of El Monte, located in Southern California, is committed to improving the quality of life for its citizens and strives to provide its community personalized service, uncompromising commitment, and individualized accountability. For information on the City of El Monte, please call 626-580-2001 or visit www.ci.el-monte.ca.us/.