



County of Rockland Department of Health NEWS RELEASE

FOR IMMEDIATE RELEASE
DATE: January 20, 2010
CONTACT: Joan H. Facelle, M.D., MPH
845-364-2512

Dept. of Health's Physical Activity Challenge to kick-off at Knickerbocker Ice Festival this weekend

Pomona, NY – The Rockland County Department of Health is kicking off a new program, the Winter Wonderland Physical Activity Challenge, to help residents stay physically active during the winter months. The challenge period begins this Saturday, January 23 and runs until March 23, 2010. The challenge is open to all ages.

Rockland residents will have several chances to earn prizes and be eligible for raffle drawings. Raffle prizes are gift cards valued at \$20 or more to local stores such as Bed, Bath and Beyond, Palisades Center, Macy's, AMC theaters and more. Registration is free, however there is a fee associated with some of the program components.

Interested participants can register beginning this weekend at the Knickerbocker Ice Festival at Rockland Lake State Park on Saturday, January 23rd from 11 a.m. – 5 p.m. and Sunday, January 24th from 11 a.m. – 3 p.m. Visit the Winter Wonderland Physical Activity Challenge table inside the big tent. Registrants can start the challenge at the ice festival by participating in one of the many qualifying events such as activities in the KIDZ zone, guided walks at Rockland Lake, and more.

If you are unable to register at the ice festival, you may still register for the program at the Palisades Center Customer Service Desk located on Level 1 beginning on Tuesday, January 26th.

Commissioner of Health Dr. Joan Facelle recognizes that, "Many people find it difficult to remain physically active during the cold, winter months. The Health Department is pleased to sponsor a program that rewards people for striving for a healthier lifestyle." This program is a fun way to help people stay committed to their New Year's Resolution to live healthier and exercise more.

This program is made possible in partnership with Bon Secours Charity Health System, Palisades Center and the Rockland County Department of Health's Steps to a Healthier Rockland Initiative.

For more information, visit www.rocklandsteps.org or contact Melissa Jacobson at the Department of Health (845) 364-3610.

###