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FOR IMMEDIATE RELEASE

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SAN JOAQUIN COUNTY *RETHINK YOUR DRINK* CAMPAIGN KICK-OFF, JULY 31

Health Advocates Encourage the Community to Pump the Water and Dump the Sugar

STOCKTON, CA (July 24, 2012). –The public is invited to join the ongoing efforts to build a healthier community - one individual, one family at a time. On July 31, 2012, from 11 am – 2 pm at the Dorothy L. Jones Community & Health Center/CUFF Family Resource Center (2044 Fair Street, Stockton 95206), people of all ages, along with various community-based programs and agencies, will gather to increase awareness of the impact one's drink choices can have on our health. The local community collaborative, *Healthy San Joaquin*, is promoting this free event as part of a state-wide *Rethink Your Drink* educational campaign that aims to shift consumer's choices from sugary drinks to water, as the better choice.

The community will be urged to engage in fun activities planned to demonstrate the health benefits of being physically active and choosing to drink water instead of sugary drinks. Some of these events include: a soda exchange where the community is encouraged to bring their unopened bottles of soda to exchange for a bottle of water; a water obstacle course, a smoothie-making bike, fresh fruit-infused water taste-testing and other fun-filled activities and booths.

A sugar dump will be staged to signify the amount of sugar consumed when drinking one 20 ounce soda daily over the course of 5, 10 and 20 years, totalling 1750 pounds of sugar. "Each year, the average California adolescent consumes about 39 pounds of sugar from sugary drinks," Public Health Nutritionist Brenna Gorman of San Joaquin County Public Health Services said. "Over four years of high school, that adds up to 156 pounds of sugar and many of them are consuming more than that."

San Joaquin County Health Officer Dr. Karen Furst also noted, "A study from UCLA found San Joaquin County had the highest percentage of teenage soda consumption in the state, with as much as 77.8% of the county's teenagers (ages 12-17) consuming one or more sodas a day."

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“We are so used to sugar in our drinks that we do not notice it,” CUFF volunteer Maria Farias, 18, of Stockton said, “Especially the sugar in healthy sounding beverages that show fruit or vitamins on their label, but don’t show how much sugar is in them.”

“This is going to be a fun, interactive way to show people how much sugar they are consuming exclusively from their drinks,” CCROPP Project Coordinator LaCresia Hawkins of CUFF Family Resource emphasized.

The first 50 families with children ages 0-5 years will receive a free “Potter the Otter” book, compliments of First 5 San Joaquin. All participants will be invited to take the “Drink More Water” pledge as part of the *Rethink Your Drink Campaign*. The event is free and open to the public.

The San Joaquin County *Rethink Your Drink Campaign* Kick-Off is one of many activities planned throughout California this summer to bring attention to the need to drink water instead of sugary drinks. These activities are aligned with the *Rethink Your Drink Campaign*, whose statewide partners include the *Network for a Healthy California*, California Project LEAN (Leaders Encouraging Activity and Nutrition), Dairy Council of California, Women, Infants, and Children (WIC), and Kaiser Permanente.

For more information please contact LaCresia Hawkins CCROPP Project Coordinator at (209) 444.5514 or email at lhawkins@cpfsj.org.

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Attachments:

Event Flyers in English and Spanish

Sugary Drinks: The Facts Add Up – *Rethink Your Drink* fact sheet