



The winning videos may be downloaded at <http://recessrocks.com/results.php>.

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## **RECESS ROCKS NAMES WINNERS OF NATIONAL VIDEO CONTEST** **Contest challenged children and teens across the country to** **share ideas for preventing and reversing childhood obesity**

**MIDDLETOWN, Conn. (February 3, 2011)** – Three schools and 13 students across the country have been named winners in the national Recess Rocks video contest for their ideas for combating childhood obesity. The contest is part of the nationwide Recess Rocks childhood obesity prevention campaign launched by Community Health Center, Inc. (CHC) in September 2010.

The video contest, which ran from September 8 to November 30, invited children and young teens in grades 2 through 8 across the U.S. to submit a two-minute video featuring a speech, song, dance or commercial that answers two questions: “How do you feel about the childhood obesity problem?” and “What can you do about it?”. Children could enter individually or as part of a group from a public or private school or youth-focused community organization or club. Entries were judged on overall impact, creativity, memorable content and delivery and a clear message on how the problem can be solved.

In the individual category, the first place winners were Daniel Schratz, grade 5, from Franklin, Mass.; Jabulela Inyoni, grade 7, from Los Angeles; and Natalie Ervolino, grade 8, from Dubuque, Iowa. Each received an Apple iPad. Three second place, three third place and four fourth place winners were also named and won a Nintendo Wii and Wii Fit Plus, Flip Ultra Camcorder and Apple iPod 2 GB Shuffle, respectively.

In the group category, three winners—first, second and third place—were selected. First place went to the fifth-grade class at O’Neill Elementary in O’Neill, Neb., which won \$2,500 for the school; second place went to the Macdonough Elementary School Video Production Club in Middletown, Conn., which received \$1,000; and third place went to a third-grade class at Cobblestone Elementary School in Rocklin, Calif., which won \$500 for the school.

A complete list of winners and their videos are available at [RecessRocks.com](http://RecessRocks.com).

“We decided to hold this contest, because few people were asking children and teenagers—those directly affected by the childhood obesity epidemic—for their ideas,” said Mark Masselli, CEO and president of Community Health Center, Inc. “As we suspected, they offered a wealth of creative solutions. Though the contest is over, we hope they will continue these conversations about preventing and reversing childhood obesity, voice their ideas and become leaders in their schools and communities who advocate for healthy changes.”

The second part of the Recess Rocks campaign was the national launch of a program that brings fun, creative movement to schools across the nation. Also called Recess Rocks, the program started in Connecticut to bring movement to sedentary winter recesses and into the classroom. Since then, it has evolved into a program that is used year-round to increase students’ activity levels and create life-long, healthy habits. Since the campaign launch, more than 230 schools in 26 states have requested a Recess Rocks implementation manual to learn more about beginning the program in their schools.

Visit [RecessRocks.com](http://RecessRocks.com) to learn more about the Recess Rocks program, request a free program implementation manual or to get details on CHC’s many programs and interventions to prevent and reverse obesity.

**About Community Health Center, Inc.**

Since 1972, Community Health Center, Inc. has been one of the leading healthcare providers in the state of Connecticut, building a world-class primary health care system committed to caring for uninsured and underinsured populations. CHC is focused on improving health outcomes for its more than 130,000 patients as well as building healthy communities. Currently, CHC delivers service in 173 locations statewide, offering primary care in medical, dental and behavioral health services. For more information, visit [chc1.com](http://chc1.com).

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