



## ***Coulee Region Turn off the TV Challenge***

Turn Off the TV...Turn on Your Life!

We've all heard the statistics...the average child spends more time in front of the TV (1,023 hours) than in school (900 hours). If you're worried that your family spends too much time in front of the TV, playing video games or chatting on line then join Coulee Region Childhood Obesity Coalition members and become part of the 5<sup>th</sup> annual ***Coulee Region Turn Off the TV Challenge*** April 18<sup>th</sup> – 24<sup>th</sup>! During this week, families are being challenged to turn off their TVs and exercise their both minds and their bodies by finding healthier alternatives. Rather than come home from school or work and plunking down in front of the TV, coalition members are challenging participants to enjoy their free time by reading a book, going on a picnic, walking or biking with a friend, listening (and dancing!) to their favorite music or going to the La Crosse Public Library and enjoying one of their Turn off the TV Week Programs. The possibilities are endless! Turning off the TV, video game or computer frees up time to spend with friends, family or enjoying favorite pastimes and helps Coulee Region families stay healthy and strong. It's a great way to encourage healthy habits and build a healthy mind as well as a healthy body.

To participate in the ***Turn off the TV Challenge*** download the age appropriate log from our web site at [www.childhoodobesitycoalition.org](http://www.childhoodobesitycoalition.org). Each day of the challenge week complete the log noting what you or your child did rather than watch TV. Mail your completed log by May 2<sup>nd</sup> to:

Linda Lee  
La Crosse County Health Dept  
300 4<sup>th</sup> St N, La Crosse WI 54601

or fax to 608-785-9846

or email to [lee.linda@co.la-crosse.wi.us](mailto:lee.linda@co.la-crosse.wi.us).

All names of people submitting completed logs will be eligible for Challenge prizes. The Grand prize is a 6 month family YMCA membership. Other prizes include 1 month YMCA family memberships, pool and bowling passes and more!