



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 4th annual ***Coulee Region Turn Off the TV Challenge*** April 19th – 25th! 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 or listening (and dancing!) to their favorite music. The possibilities are limitless! 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 . 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 3rd to:

Linda Lee
La Crosse County Health Dept
300 4th St N, La Crosse WI 54601

or fax to 608-785-9846

or email to 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 passes, bowling passes, equipment rental & more!

Eat Healthy, Be Active

