



JCC AWARDED \$20,000 GRANT 2014-2015 Champions for Healthy Kids made possible with support from the General Mills Foundation

INDIANAPOLIS, IN (June 5, 2014) – The **JCC** of Indianapolis is one of 50 organizations in the U.S. and the only one in Indiana to receive a **\$20,000 grant** from the **Champions for Healthy Kids**. The JCC's winning program, **R.E.C.E.S.S. (Recreation, Education, Culture, Exercise, Skills, Success)**, will focus on parent/child programs including Healthy Cooking and Nutrition classes, team building, cooperative play and non-exclusionary physical activities. The Champions grants program is aimed at youth ages 2-18 years and encourages communities to increase physical activity and support collaborations with Registered Dietitian Nutritionists to improve eating habits.

R.E.C.E.S.S. programs will provide an opportunity for parents and their children to play active games together. "Exercising together is a powerful tool for promoting a lifelong love of movement and establishing the habit of regular exercise," explained Katherine Matutues, PhD., the JCC's Director of Health and Wellness. "We will offer healthy cooking and nutrition classes for the whole family," added Matutues. "Parents and children will cook quick and tasty recipes *together*." In this program, parents are empowered to model healthy eating in a non-confrontational setting and kids pick up cooking skills to pique their culinary curiosity. The JCC expects to reach over 300 children with this program.

The JCC is celebrating 100 years as a leader in the Indianapolis community, offering programs and classes that help people of all ages and abilities lead optimal healthy lives. Its newly-funded R.E.C.E.S.S. program will meld well with two existing partnerships: **The Kroger Company** and **Discover™ CATCH®**. The Kroger Company for several years has supported JCC's programs and classes focusing on healthy nutrition for all ages. Discover™ CATCH® at the JCC, underwritten in part by **FirstPerson**, an Indianapolis-based employee benefits company, is designed to nurture a love of physical activity, provide an introduction to classroom-based gardening and nutrition, and encourage healthy eating in children ages 3-5. Discover™ CATCH®, is a JCCA* -based early childhood version of the **Coordinated Approach To Child Health** curriculum that is endorsed by The Jared Foundation as its official childhood wellness program.

"We are thrilled that our R.E.C.E.S.S. program was chosen [by Champions for Healthy Kids] as one of the top projects promoting healthy eating and physical

activity to kids,” commented Ira Jaffee, JCC CEO. “We know that many of our [JCC] children fall far below the U.S. Dept. of Health and Human Services for physical activity per day as well as falling far below the USDA recommendations for servings per day of fruits and vegetables. Our R.E.C.E.S.S. program can help turn that around.”

The JCC is a beneficiary agency of the United Way of Central Indiana and the Jewish Federation of Greater Indianapolis, and an affiliate member of the JCC Association of North America.*

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Note to Editors: To arrange an interview with a spokesperson from the JCC or The Academy of Nutrition and Dietetics Strategic Communications Team, please contact Martha Karatz, 317-251-9467, ext. 2209 or mkaratz@jccindy.org