



NEWS BRIEF

The Salvation Army Metropolitan Division • 5040 N. Pulaski Road • Chicago, IL 60630



Contact: Lisa Riley
The Salvation Army
773.885.3433

Sharon Butler
Rush University Medical Center
312.984.7816

**MEDIA ALERT/
PRESS CONFERENCE**

Mica Matsoff
Chicago 2016
312-861-4826

THE SALVATION ARMY AND RUSH UNIVERSITY MEDICAL CENTER TO LAUNCH *KEEP IT FIT CHICAGO* TO HELP CHICAGOANS DEVELOP HEALTHY LIFESTYLES AND FIGHT OBESITY

Unique, all-encompassing, free program to start with families in Englewood

WHAT: Press Conference announcing *Keep it Fit Chicago*
Mini-health fair for Englewood residents

Keep it Fit Chicago is a comprehensive, unique health and fitness program conceived by The Salvation Army to help curb obesity. Rush University Medical Center is partnering with The Salvation Army to provide program participants with top-notch medical support. World Sport Chicago, the living legacy of Chicago's bid for the 2016 Olympic and Paralympic Games, will also support the program. WSC has lined up two Olympic athletes who will interact with participants throughout the duration of the program.

Keep it Fit Chicago is designed to work with entire families, and each family's program will be structured to meet its individual needs. *Keep it Fit Chicago* will start in Englewood, and the hope is that the program will eventually be in place at Salvation Army Corps Community Centers throughout the city.

WHO: Captain Julian Champion, corps community officer, The Salvation Army
Dr. Cynthia Waickus, family doctor, Rush University Medical Center
Ruben Brown, former Chicago Bears' offensive lineman

WHERE: The Adele and Robert Stern Red Shield Corps Community Center
945 W. 69th Street

WHEN: January 10, 2009
11:00-11:30 a.m.—Press Conference
9a.m. – 1 p.m.—Health Fair

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The Keep it Fit Chicago Press Conference will also feature:

- Lee Kemp, 2008 Olympic Freestyle Wrestling Coach
- Consuella Moore, member, 2004 U.S. Olympic Track Team

About The Salvation Army

The Salvation Army is the largest provider of direct social services to those in need in the Chicago area. In 2007, its vast array of programs and services reached more than 580,000 people, ranging from infants to seniors. It provided more than two million nutritious meals to hungry people of all ages across metropolitan Chicago. Through shelter programs, more than 1,000 men, women and children were accommodated under Salvation Army roofs each night. To volunteer or donate to The Salvation Army, visit www.salarmychicago.org.

About Rush University Medical Center

Rush University Medical Center is an academic medical center that encompasses the more than 600 staffed-bed hospital (including Rush Children's Hospital), the Johnston R. Bowman Health Center and Rush University. Rush University, with more than 1,730 students, is home to one of the first medical schools in the Midwest, and one of the nation's top-ranked nursing colleges. Rush University also offers graduate programs in allied health and the basic sciences. Rush is noted for bringing together clinical care and research to address major health problems, including arthritis and orthopedic disorders, cancer, heart disease, mental illness, neurological disorders and diseases associated with aging.

About World Sport Chicago

World Sport Chicago (WSC) is an Illinois not-for-profit working to enhance the image, awareness and participation in Olympic sports across Chicago and to extend Chicago's international outreach through and for sport and youth. Focused on promoting the development of recreational and competitive sport to the area's youth, WSC works closely with Chicago 2016 and Chicago's 2016's Athlete Advisory Counsel (AAC) to provide sport expertise and athlete insight to the execution of these sporting events. WSC intends to aid Chicago in developing a sustainable, international sporting legacy as a real agent of social change for the city. William Scherr, an Olympic medalist in wrestling, is chairman of the board and Scott Myers serves as the executive director.