

# News Release – Rochester Awarded Medals Recognizing Achievements in Addressing Childhood Obesity Through Let’s Move! Cities, Towns and Counties

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## City of Rochester

### News Release

(Thursday, July 31, 2014) – The National League of Cities (NLC) has recognized Mayor Lovely A. Warren and the City of Rochester for recent completion of key health and wellness goals for Let’s Move! Cities, Towns and Counties (LMCTC). LMCTC is a major component of First Lady Michelle Obama’s comprehensive Let’s Move! initiative, which is dedicated to solving the childhood obesity epidemic within a generation. LMCTC calls upon local elected officials to adopt sustainable and holistic policies that improve communities’ access to healthy affordable food and opportunities for physical activity through five goal areas.

“We congratulate and commend Rochester for its efforts to improve the health of your community’s children and families,” said NLC President Chris Coleman, Mayor of Saint Paul, Minn. “Through the leadership and dedication of local elected officials in cities, towns and counties across the country, we are beginning to see a measurable decrease in obesity rates and a cultural shift towards health.”

Seven medals were awarded to Rochester for action taken to improve access to healthy affordable food and increase opportunities for physical activity:

- Bronze medal for the goal “Start Early, Start Smart”: For the city’s participation in an active interagency collaboration on early care and education programs;
- Gold, silver and bronze medals for the goal “Smart Servings for Students”: For publicizing programs that offer healthy food both during the school year and summer months;
- Gold, silver and bronze medals for the goal “Active Kids at Play: For launching at least three policies, programs or initiatives to boost physical activity.

“We’d like to thank the National League of Cities for recognizing our efforts, and the First Lady for shining light on this important cause,” said Mayor Warren. “It’s our priority that, wherever you go in our city, children have access to safe places to play, and fresh, nutritious foods. It’s important that we emphasize these habits from a young age so they grow up to be healthy, active adults.”

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- Rochester Land Bank Corporation
- Operation Transformation Rochester (OTR)
- Rochester Bicycle Boulevards Plan
- Conduit 2 East Rehabilitation Project
- Water Main Cleaning and Lining Project
- The Rochester Public Market Cookbook
- The Public Market Token Program
- Share Your Rochester Public Market Stories
- Market Matters Newsletter

“Making Rochester a healthy place to live requires the commitment of so many organizations and individuals, from our schools and elected officials to pediatricians and purveyors of affordable healthy food,” said John Urban, CEO, Greater Rochester Health Foundation. “We are proud to be a part of a community that continues to make the health of its citizens a top priority. The Let’s Move designation and these medals are the latest validation that our efforts are among the top in the nation.”

For more information about LMCTC and Rochester’s accomplishments, visit [www.HealthyCommunitiesHealthyFuture.org](http://www.HealthyCommunitiesHealthyFuture.org).

The National League of Cities is dedicated to helping city leaders build better communities. NLC is a resource and advocate for 19,000 cities, towns and villages, representing more than 218 million Americans.

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News Media: For more information, contact Press Officer Jessica Alaimo, 428-7135.

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