



# Press Release

## City of Fullerton

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### FOR IMMEDIATE RELEASE

#### **City of Fullerton Receives HEAL Fit Designation**

FULLERTON, Calif. (Nov. 13, 2017) — The City of Fullerton has achieved the level of Fit designation by Healthy Eating Active Living Cities (HEAL) and finalized the milestone with a proclamation at the City Council meeting on November 7<sup>th</sup>, 2017.

Healthy Eating Active Living Cities Campaign is a partnership of the League of California Cities and the Public Health Advocates. Cities are recognized for adopting healthy eating and active living policies in the area of Land use (i.e General Plan), healthy Food Retail Policies (i.e Healthy Food and Beverage Policy passed at the November 7<sup>th</sup> City Council meeting and Workplace Wellness Policies (i.e healthy Vending).

Other Fit Cities have adopted and implemented a least one policy in each of the three campaign areas. Fullerton's efforts included park exercise equipment and renovations, grant writing and implementation of a healthy food policy for city events. The city has been able to achieve the recognition due to coordinated efforts of St. Jude

Medical Center's Move More Eat Healthy program which funded the outdoor exercise equipment and other efforts.

Dr. Debra Stout, Executive Director, Fullerton Collaborative, presented the 5 year Strategic Plan to the city council and also announced the plan to have a Soda Free Summer launch at the 16th Annual Faces of Fullerton event on April 14, 2018. The Soda Free Summer will support the healthy choices from sugary sodas for our children and their families in Fullerton.

Founded in 1989, the Fullerton Collaborative is a cooperative of executive directors, educators, activists, community service leaders and volunteers dedicated to building and supporting a healthy cohesive community. As an alliance of organizations and individuals who enjoy making "good things" happen for the community, we are able to provide community assistance where we are needed most. Our unique partnership allows us to help each other accomplish goals. We encourage our members and the Fullerton Community to "Think Collaboratively."

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