



For Immediate Release

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The Junior League of Reading, PA, Inc. kicks off new initiative at Reading Hospital Road Run

READING, PA, September 20, 2011 – The Junior League of Reading, PA, Inc. will hit the ground running with its new initiative, *Healthy Choices, Healthy Kids* at the Reading Hospital Road Run on October 9, 2011 at the Reading Hospital and Medical Center, West Reading. Members of the Junior League of Reading and their families will be running as a community group to promote the new multi-year initiative that focuses on Healthy Food Choices and Exercise in its inaugural year. The Junior League will embark on this exciting new initiative by educating children in the community on making healthy choices in nutrition and activity through their annual events such as: Kids in the Kitchen,

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Holiday Kitchen Tour, Touch-a-Truck and Hunter Horse Show. The Junior League will also launch the initiative through new programming such as the First Annual City Youth Summit to be held in late winter 2012. The Summit will be a hands-on youth forum for children and young adults to identify community projects that the Junior League will help develop and implement.

Founded in 1923, The Junior League of Reading, PA, Inc. is an organization of women committed to promoting voluntarism, developing the potential of women, and improving the community through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable. The trained volunteers of The Junior League of Reading, PA, Inc. are focused on promoting healthy choices for children by creating, improving and expanding the resources and opportunities available for their growth, development and overall welfare. The Junior League of Reading, PA, Inc. reaches out to women of all races, religions, and national origins who demonstrate an interest in and commitment to voluntarism. For more information contact The Junior League of Reading, PA, Inc. at 610-374-9811 or visit our website at www.jlreading.org.

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