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FOR IMMEDIATE RELEASE

Kansas City Nonprofit Hosts 'Healthy Halloween' to Inspire Healthy Living

KANSAS CITY, Kan., October 25, 2014 - It's no secret that with costumes comes mountains of candy on Halloween, but should it? One Kansas City, Kan. nonprofit says no.

"Rosedale Development Association is committed to making the Rosedale community in Kansas City, Kan. a healthy place to live, work and play," said the organization's executive director, Heidi Holliday. "We love Halloween, but the candy that comes with it does not fit our vision of a healthy community. That's why we created Healthy Halloween."

Rosedale's fifth annual Healthy Halloween event, scheduled for 2 p.m. on Oct. 25 at Whitmore Park in Kansas City, Kan., may be just what this community needs.

According to the Centers for Disease Control and Prevention, 25.5 percent of Kansas youth were overweight or obese in 2010. But that rate jumps to 51 percent for elementary school students living in Rosedale, according to a 2008 study by the University of Kansas Medical Center.

"The purpose of Healthy Halloween is to create a place where the healthy choice is the easy choice, because kids deserve healthy options," said Erin Stryka, Rosedale's Healthy Kids program manager. "These kids will get candy at their schools and trick-or-treating and everywhere else they go this month-- we are providing one space that's just healthy."

Despite the lack of candy, both children and parents find ways to have fun at Healthy Halloween.

"We attended because it sounded like a fun time for my daughter, Zoe," said community member Jennifer Bates of last year's Healthy Halloween. "Zoe really enjoyed making her own trail mix."

In addition to a making your own trail mix, Healthy Halloween attendees participate in activities like a photo booth, a bounce house, disc golf, a bike work station, face painting, mask making and sack races. This year's event will also include free flu shots, thanks to Walgreens and the Department for Health and Human Services, and information about health care enrollment.

"I think this event and events like it are important to give another option to the children and families," Bates said. "Especially at the time of year when so much candy is consumed. [Healthy Halloween] gives the kids a way to celebrate Halloween and do it in a healthier way."

About Rosedale Development Association:

Rosedale Development Association (RDA) is a 501(c)3 not-for-profit community development corporation, serving the Rosedale area of Kansas City, Kan. and Wyandotte County. RDA's mission is to work in partnership with residents, businesses and institutions to build a strong, healthy community and to improve the quality of life for those who live, work and play in Rosedale. To learn more about RDA and how to get involved, call 913-677-5097 or visit rosedale.org.

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