



**TEXAS IS
BEST WHEN
TEXANS ARE
HEALTHY**

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FOR IMMEDIATE RELEASE –

OLYMPIC-INSPIRED WELLNESS: IT'S TIME TEXAS LAUNCHES FREE "SWEET SUMMER HABITS" HEALTH INITIATIVE FOR KIDS AND FAMILIES

Texas – June 3, 2024 – We are thrilled to announce the launch of our "Sweet Summer Habits" program, a free health initiative designed to inspire children and families to develop healthy habits through fun and engaging activities, perfectly timed with the excitement of the Summer Olympics.

*"As a Public Health Professional and a mom to a goofy, energetic 3-year-old, I understand the importance of activities that not only entertain but also **instill lasting healthy habits**," said Amelia Carnagey, Director of Marketing for It's Time Texas. "Kids are like sponges, eager to learn and absorb everything around them. Our 'Sweet Summer Habits' program leverages this natural eagerness to help them adopt healthy practices early on."*

The "Sweet Summer Habits" program offers a variety of **interactive activities, creative wellness education**, and other engaging experiences spanning 10 weeks that children will love and benefit from well beyond this summer. By learning these fun, healthy habits early, children can apply them to their lives and health long-term.

This year, our program aligns with the **inspiration of the Summer Olympics**, providing an extra layer of motivation for kids. As they watch athletes from around the world demonstrate dedication, fitness, and healthy living, they can emulate these values through our activities.





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We are excited to partner with many libraries and community organizations across the state. Many organizations have already integrated this programming into their summer camps and youth-focused outreach using our free facilitator's guide and downloadable content. We are still seeking additional partners to join this initiative. The program promotes healthy activities for the whole family, not just the kids.

The program started on June 1st, but it's not too late to get on board! With new themes and activities every week, there's always something exciting to join in. Families are welcome to join at any time.

"We are excited to offer this opportunity for children and families to develop the tools they need for a healthier future," added Carnagey. "Join us in making this summer a sweet start to a lifetime of good health!"

For more information about the "Sweet Summer Habits" program and how to get involved, please visit www.itstimetexas.org/ssh or contact info@itstimetexas.org.

About It's Time Texas:

[It's Time Texas](http://www.itstimetexas.org), a statewide nonprofit dedicated to promoting healthier lives and more vibrant communities for ALL Texans. This is accomplished through innovative programs and community-centered initiatives encouraging physical activity, healthy eating, and overall well-being. Learn more at itstimetexas.org.

