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FOR IMMEDIATE RELEASE

**Voices of Detroit Initiative plans Kick-off Event for IMPACT – A Healthy Living Campus
IMPACT to offer membership, activities and education workshops**

Detroit, Michigan, May 17, 2011 - Voices of Detroit Initiative (VODI) is planning an exciting community event to celebrate the kick-off of IMPACT – A Healthy Living Campus, on Friday, June 17, 2011.

IMPACT, funded for three years by a Safety-Net Initiative Enhancement Grant from the Kresge Foundation, is creating a campus in the Osborn/Conner Creek communities that will focus on healthy eating, access to fresh foods, physical activities, and both dietary and medication education.

Partnering with St. John Providence Health System and Detroit Community Initiative, the campus is a collaboration of the efforts of more than 40 organizations to reduce the incidence of diabetes and hypertension. According to Lucille Smith, Executive Director of VODI, "Our efforts will be to improve overall health by offering an array of activities and workshops, in a safe setting, and the kick-off event will be an example what we will offer residents. One of those projects, already in the works, is a community garden near the senior housing complex on the campus."

The event will feature Steven Pierce, a Fox2 News Fitness Expert. Demonstrating both cardio and simple fitness movements such as stretching, toning and improving the core, Steven will be offering classes at the campus at a reduced rate for members. Other planned activities include free health screenings, cooking and gardening demonstrations, and the ability to speak with health providers and pharmacists about clinical care and medications. Information will also be available on medication cost-savings programs. Many of the affiliates of this collaborative effort will be hosting informational tables,

games, demonstrations and workshops at the event. Raffles and healthy tastings will be ongoing throughout the day. “Grilling for 1 or 2” and “Grilling Healthy for the Family Reunion” are two of the demonstrations being held. The event will run from 10:00 am – 2:00 pm and will be held at 4777 E. Outer Drive in Detroit (St. John’s Conner Creek Village).

Memberships to IMPACT will be free with enrollment on the day of the event. Membership offers discounted classes, in addition to the ability to earn membership reward points.

More information can be obtained by calling the IMPACT office at 313-288-9450 or visiting the VODI

Website at www.voicesofdetroitinitiative.org/

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