



FOR IMMEDIATE RELEASE
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California Science Center Launches Program to Help Central Valley Students Make Healthy Choices

SuperKids Academy Brings Innovative Science Learning to Elementary Schools

LOS ANGELES – In response to recent studies which show that childhood obesity has more than tripled among elementary age children over the last 30 years, the California Science Center is launching an outreach campaign to teach students the importance of making healthy lifestyle choices. The Central Valley of California is one of the first stops for Science Theater On Tour, a unique traveling theater program which will present *SuperKids Academy* to 4,200 elementary school students. The presentation makes learning good nutrition fun by incorporating a colorful set, lively music, life-size puppets and interactive participation.

The California Science Center's mission is to inspire science learning and make it accessible to everyone. As part of the commitment to expand outreach programming throughout the State of California, the Science Center created the pilot program to bring interactive learning experiences to students unable to visit due to the challenges of distance or transportation costs. The program is made possible by a grant from Lynda and Stewart Resnick and the Resnick Foundation.

SuperKids Academy, developed in consultation with a registered dietician, focuses on the importance of making healthy eating choices and how exercise is a necessary part of maintaining a balance between caloric intake and energy output. The program promotes four major messages regarding the importance of portion size, not skipping breakfast, exercise, and eating healthy food. The *SuperKids Academy* presentation turns a school auditorium or multi-purpose room into the SK4000 Science Station Laboratory. Here, SuperKids cadets, which are students from the audience, are enlisted to save the super heroes, Whew Girl and Mega Boy, from the Evil Blahs. Cadets do this by learning and demonstrating their knowledge of the *SuperKids Academy* scientific equation, which includes the critical elements Nutrition, Portion Size, and Exercise.

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Assemblymember Juan Arambula (D-Fresno), whose district includes several schools on the tour schedule stated “The long-term effects of childhood obesity have many implications, in terms of quality of life and health care costs. If we can get kids to adopt healthy eating habits and exercise, we can change the trend.” He continued, “I’m glad to see programs such as *SuperKids Academy* come to the Central Valley and look forward to having similar programs for our children.”

The first part of the tour took place February 5-9, 2007 and included Pond Elementary, Pond; Lost Hills Union, Lost Hills; Kern Avenue Elementary, McFarland; Kettleman City Elementary, Kettleman City; Alila School, Earlimart. Part two will take place March 26-30, 2007 with assemblies at Del Rey Elementary, Del Rey; Avenal Elementary, Browning Road Elementary, and Tamarack Elementary, all in Avenal; and Washington Elementary in Hanford.

About the California Science Center

The California Science Center is a public/private partnership with the following mission:” We aspire to stimulate curiosity and inspire science learning in everyone by creating fun, memorable experiences, because we value science as an indispensable tool for understanding our world, accessibility and inclusiveness, and enriching people’s lives.”

The Science Center and IMAX Theater are located in historic Exposition Park, Los Angeles. Open daily from 10am to 5pm except Thanksgiving, Christmas and New Year’s Day. Admission to Science Center exhibits is free. IMAX tickets vary from \$8.00 for adults to \$4.75 for children 4-12. For recorded information on show times, phone (213) 744-7400. Tickets are available at the Box Office or online at www.californiasciencecenter.org. For advance IMAX ticket purchases, group rates, or to make reservations for any visiting group of 15+ (*required*), call (213) 744-2019. Parking is available in the guest lot at Figueroa and 39th/Coliseum Street at \$6 per car. Both the Science Center and IMAX Theater are wheelchair accessible. Proceeds from the IMAX Theater support California Science Center exhibits and education programs.

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