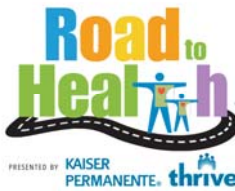


TAVIS SMILEY PRESENTS



HEALTH, FITNESS AND WELLNESS EXPO

**FOR IMMEDIATE RELEASE:**

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## **CITY OF LOS ANGELES JOINS TAVIS SMILEY ON THE ROAD TO HEALTH**

### ***Road to Health Fitness and Wellness Expo Set for March 30-31 at Los Angeles Convention Center***

LOS ANGELES (March 7, 2007) – Mayor Antonio Villaraigosa, the Los Angeles City Council and the Los Angeles Unified School District have announced plans to join broadcaster Tavis Smiley in encouraging Angelenos to make a personal commitment to improve their health and wellness.

LA Unified School District Superintendent David Brewer and LA County Board Supervisor Yvonne Burke will serve as honorary co-chairs of the National Advisory Board of Smiley's *Road to Health* expo. Supervisor Yvonne B. Burke sponsored the resolution to declare Road to Health Day in Los Angeles, Friday, March 30, 2007.

The *Road to Health* tour will be held from 8:30 a.m. to 3 p.m. Friday, March 30 and 10 a.m. to 5 p.m. Saturday, March 31 at the Los Angeles Convention Center.

The *Road to Health* tour, sponsored by Kaiser Permanente, is a two-day, multi-city health, fitness, and wellness expo featuring local and national celebrities, seminars for youth, men and women, dance and nutrition demonstrations, medical screenings, CPR certification training and a blood drive, cardio zone for kids, and a ¼ mile walk-a-thon.

*Road to Health* is the first traveling broadcast (radio and television) series aimed at communities of color to promote the benefits of health and fitness and to help communities of color develop healthier lifestyles. Smiley will moderate a symposium at the convention center Friday, March 30th at 10am on "Eliminating Childhood Obesity in Communities and Schools". The symposium is sponsored by the Robert Wood Johnson Foundation.

*Road to Health* is free and open to the public. All attendees must register online at [www.roadtohealthtour.com](http://www.roadtohealthtour.com) or on site.

"I am excited that the City of Los Angeles has joined us to address health disparities in communities of color and to show that simple changes in diet and lifestyle can lead to a healthier life," said Smiley.

"People often think an intervention has to be a new drug or something really high-tech and expensive in order to be powerful. They have a hard time believing that the simple choices that we make in our lives every day — what we eat, how we respond to stress, whether or not we smoke, and how much we exercise—can make such a powerful difference in our health, our well-being, and even our survival."

"On behalf of the students and families of Los Angeles, I am proud to partner with Tavis Smiley, Supervisor Yvonne B. Burke and LAUSD Superintendent David Brewer III to serve as Honorary Co-Chair of the Road to Health Expo. in Los Angeles," said Mayor Antonio R. Villaraigosa. "Our shared objective is to promote health and fitness in underserved communities with the hope of eliminating preventable diseases such as diabetes, hypertension and childhood obesity one person at a time. We do this with the ultimate goal of creating a healthier and more viable Los Angeles."

"At the Los Angeles Unified School District, we are committed to improving the health and wellness of all our students," said LAUSD Superintendent David L. Bewer III. "Students make crucial decisions that will affect the rest of their school careers and beyond. That's why it is so important that our children understand how healthy lifestyles lead to success in and out of the classroom. I want to challenge all LAUSD middle school students and parents, to get active, eat healthy, and continue down the Road to Health."

The first day of the expo is aimed at youth, ages 11–15, and will feature a variety of fitness demonstrations, workshops on meal and snack selection, seminars to build self-esteem, and activities designed to show how exercise can be fun. The activities will include a kids' cardio zone featuring rock climbing, tennis, golf, boxing and interactive exercise video games including McDonald's popular mini playground—"Passport to Play" with activities led by an American Olympian.

Nutritionists, fitness experts and health conscious celebrities will share their knowledge on how they make healthier life style choices every day.

The second day focuses on family health and fitness and is targeted to African American and Hispanic adults, ages 18–65. Featured seminar topics include HIV/AIDS, diabetes, exercise, diet and nutrition, senior health, and prenatal care.

Taking a holistic approach to family wellness, *Road to Health* offers seminars and exhibits tailored to natural and alternative approaches to healing the mind and body, and introduce new ways to use food for nutritional and medicinal purposes. Several workshops will feature Spanish-speaking instructors along with Spanish language materials. Smiley will lead a walk-a-thon on Saturday.

"Kaiser Permanente is proud to be the title sponsor of the 2007 Road to Health tour. African Americans and Latinos have a unique culture and a different set of risks for specific diseases. We want to address these needs in a meaningful way that resonates with cultural values and we want to offer tools for managing health and preventing disease," said Bernard Tyson, senior vice president of Health Plan and Hospital Operations, Kaiser Foundation Health Plan, Inc.

Youth health day activities include a health industry career cafe that will provide advice from experts in the fields of nursing, dentistry, pharmacy, and more. Mobile screening and testing units will offer screenings to youth on BMI, height and weight, pulse rate, vision health, asthma, and bone density. On both days, adult screenings will include blood pressure, cholesterol, glucose, HIV/AIDS, dental, and glaucoma.

The expo includes interactive pavilion demonstrations dedicated to beauty and wellness, nutrition and cooking, fitness and exercise, and holistic health.

The tour concludes in Oakland May 11-12, 2007.

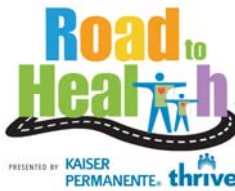
*Road to Health* is presented by Kaiser Permanente and supported by national partnerships with the American Red Cross, Action for Healthy Kids, McDonald's, Department of Minority Health, Baltimore City Health Fair, Kellogg Foundation, AstraZeneca and media sponsor "The Tom Joyner Morning Show". In each city, the "Eliminating Childhood Obesity" symposiums are sponsored by the Robert Wood Johnson Foundation.

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**Kaiser Permanente** is America's leading integrated health plan. Founded in 1945, it is a not-for-profit, group practice program headquartered in Oakland, Calif. Kaiser Permanente serves more than 8.5 million members and the District of Columbia. Today it encompasses the not-for-profit Kaiser Foundation Health Plan, Inc., Kaiser Foundation Hospitals and their subsidiaries, and the for-profit Permanente Medical Groups. Nationwide, Kaiser Permanente includes approximately 145,000 technical, administrative and clerical employees and caregivers, and more than 12,000 physicians representing all specialties.

[www.kaiserpermanente.org](http://www.kaiserpermanente.org)

TAVIS SMILEY PRESENTS



HEALTH, FITNESS AND WELLNESS EXPO

**Tavis Smiley Presents** is an event production company dedicated to bringing thought provoking discussions, engaging town hall meetings, and consumer expos to communities across the country. During the last six years its programs have reached more than 300,000 conference attendees and attracted millions of television viewers nationwide. Tavis Smiley is the host of *Tavis Smiley* on PBS, a weeknight half-hour talk show, and the host of *The Tavis Smiley Show from PRI*, a two-hour news and opinion program featuring provocative commentary and exclusive interviews. He's the editor of the *Covenant with Black America* and author of ten books including the October 2006 release, *What I Know for Sure*. He founded the Tavis Smiley Foundation to provide leadership training skills to youth ages 13–18. For more information, visit: [www.TavisTalks.com](http://www.TavisTalks.com).

