



NEWS RELEASE
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NC Students and Teachers Reach Thousands with Messages about Fitness and Nutrition
Poe Center and Miss North Carolina host fitness and nutrition challenge for NC schools

Raleigh NC - From purple carrots to hula hooping to BBQ bugs, NC schools found very creative ways to improve their fitness and nutrition during National Nutrition Month thanks to the Poe Center's [#Add25 Challenge hosted by Miss North Carolina](#).

Designed to inspire students, staff and teachers to find creative ways to increase their fitness and nutrition, the contest invited North Carolina schools to share on social media how they incorporate healthy habits into their routines. Miss North Carolina, along with many of her city and regional Miss NC sisters, provided daily motivation with their own nutrition and fitness social media posts.

"I have thoroughly enjoyed being a part of the #Add25 Challenge and partnering with the Poe Center. My goal was to reach as many people, especially children, in NC as possible and inspire them to make changes to improve their health and nutrition," said Kate Peacock, Miss North Carolina 2015.

Savannah Royal, a senior at Sampson Early College High School, coordinated the contest as her senior project. She said, "I wanted to do the #Add25 Challenge and get my school involved because I think it is important that people should make healthy choices throughout their daily lives...This challenge has actually helped me make better lifestyle choices and make changes to my daily food intake. I hope it has helped to encourage more people to do the same! It was fun being able to do the #Add25 Challenge with my school."

"My kids truly enjoyed it and looked forward to our #Add25 activity each day!...They wanted to make sure that I would continue with the fitness brain breaks and the Tasting Thursdays to try new foods once the challenge ended," said Michelle LeRoy, fifth-grade teacher at Penny Road Elementary in Cary, NC.

Participating schools, along with Miss NC and her supporters, posted over 250 messages to Facebook, Twitter, and Instagram, which reached over 52,000 Poe Center social media followers. A collection of posts is available at <https://add25.hscampaigns.com>.



Participating schools included:

- Conn Active Learning and Technology Magnet Elementary - Raleigh, NC



- Penny Road Elementary School – Cary, NC



- East Garner Elementary School – Garner, NC



- Sampson Early College High School – Clinton, NC



The Poe Center and Miss NC are honoring the two schools with the most #Add25 social media posts. Sampson Early College High School and senior Savannah Royal will be recognized on May 10 at the school's senior awards night. The Poe Center and Miss NC will present PoEMANIA, a fun and interactive game-show style nutrition assembly, for 100 students and staff at Penny Road Elementary on May 4.

The #Add25 Challenge is one of several activities the Poe Center has planned in celebration of its 25th Anniversary. To learn more about the 25th Anniversary celebration, visit www.poehealth/poe25.

About Miss North Carolina 2015, Kate Peacock

Miss North Carolina 2015, Kate Peacock, is thrilled to have this opportunity to serve the Tar Heel State as the 78th Miss North Carolina. She has been involved in the Miss North Carolina organization for many years and has earned over \$14,000 in scholarship money from competing. She was also the recipient of the overall talent award in the Miss NC pageant. Kate energetically promotes her platform, Peeper

Keepers, as she raises funds and awareness for children with pediatric eye diseases. She is also an advocate for Children's Miracle Network Hospitals. She will be a Junior at Meredith College when she returns from her year of service as Miss NC, majoring in psychology and obtaining an elementary teaching license. She is a tap dancer and can't wait to share her talents with the state.

Media inquiries for Miss North Carolina 2015 should be directed to Jacob Godwin, jacobgodwin@missnc.org.

About the Poe Center

The Alice Aycock Poe Center for Health Education is a nonprofit organization dedicated to educating and empowering North Carolina's children, youth and their families to make choices that increase positive health behaviors. Since establishing its Raleigh facility in 1991, the Poe Center has provided health education to nearly one million children throughout North Carolina. By engaging in fun, highly interactive lessons, preschoolers through twelfth graders receive information that follows the NC DPI Healthful Living Essential Standards on a variety of health topics, including nutrition, dental health, general health, family life and drug prevention. For additional information about the Poe Center, please visit www.poehealth.org.

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