Health Department launches FuelGood brand to help residents identify healthy foods in public spaces

Lawrence, Kan. — The Lawrence-Douglas County Health Department and LiveWell Lawrence will launch the FuelGood brand today to help Douglas County residents identify healthy food and beverage options in public spaces such as concession stands and vending machines.

The FuelGood campaign kickoff will be from 4:30 p.m. to 6 p.m. at the Sports Pavilion Lawrence, 100 Rock Chalk Lane, for key stakeholders. There will be a short presentation at 4:50 p.m. about the campaign, as well as the premiere of the 30-second FuelGood PSA featuring University of Kansas Basketball Coach Bill Self.

The first implementation of the FuelGood brand is being launched through a partnership between the Lawrence Parks & Recreation Department, Hy-Vee and Bill Self's Assists Foundation. Lawrence Parks and Recreation and Hy-Vee have created healthy options at the Lawrence Sports Pavilion concessions and other facilities in the community. These items will be designated with the FuelGood label.

In addition, a website — FuelGoodNow.com — has been created that has the full nutritional standards, locations of where items can be found, an evolving list of menu items and a list of the initial partners – a list the Health Department is working to grow.

This healthy foods initiative is primarily funded through the Kansas Health Foundation's Healthy Communities Initiative grant to the Health Department and LiveWell Lawrence coalition.

About the Lawrence-Douglas County Health Department
The Lawrence-Douglas County Health Department has served the Lawrence and Douglas County community for more than 120 years. Its mission is to advance policies, practices and programs that promote health for all, prevent disease and protect the environment.

- 30 -

Together, day by day, building a healthy community
www.ldchealth.org