

NEWS RELEASE

**For Immediate Release
March 21, 2007**

NORTHLAND SCHOOL KIDS TO LEARN ABOUT NUTRITION & FITNESS

Minneapolis –School children in the Northland are learning they have the “Power to be Fit!” The Medica Foundation, SMDC Health System and Duluth Children’s, along with the Minnesota Medical Association (MMA), and the Minnesota Physician’s Foundation, have joined together to sponsor an in-school curriculum on fitness and nutrition, built around the educational play, “The Power of the Pyramid.”

The 30-minute play will be performed at schools in the Northland area through March 27 and reporters are welcome to attend. A list of schools and performance times are included at the end of this release.

“The Power of the Pyramid” is presented by The National Theatre for Children, which has 27 years of experience producing highly successful educational plays. This is the first time health care providers and schools have collaborated on a program to teach children and their families how to stay healthy.

“The Medica Foundation recognizes the need for wellness education activities throughout Minnesota,” said Rob Longendyke, executive director. “We are pleased to be able to

sponsor a program in the Duluth area that will increase children's awareness of the importance of healthy eating and physical activity.”

“Teaching children and their families how important it is to eat healthy foods and be active will help them maintain a healthy weight, and avoid diseases linked to obesity such as diabetes,” said G. Richard Geier, M.D., president of the MMA, which represents more than 11,000 physicians throughout the state.

The program makes it easy and fun to learn about nutrition and fitness. In school, children see a live interactive performance of “The Power of the Pyramid.” Its lessons are reinforced by workbooks, take-home activities to complete with their family, and classroom posters.

The National Theatre for Children's Online learning center features games and quizzes linked to Prince of the Pyramid that teach kids about nutrition and fitness. Visit www.NTCLearningCenter.com.

For information about the performances listed below, contact Katie Griep at the National Theatre for Children, 612/341-0882, ext. 202.

To download photographs of the production to use in your publication, visit www.nationaltheatre.com.

Other Web sites:

Medica Foundation: www.medica.com/C10/MedicaFoundation1/default.aspx

SMDC Health System and Duluth Children's: www.smdc.org/

Minnesota Medical Association: www.mmaonline.net/obesity/

Minnesota Physician's Foundation: <http://www.mmaonline.net/about/mpf.cfm>

The National Theatre for Children: www.nationaltheatre.com and
www.NTCLearningCenter.com

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Performance Schedule:

March 12, 2007: Assumption Catholic School, Hibbing, 10:15 a.m. and 10:50 a.m.
March 12, 2007: Victory Christian Academy, Hibbing, 1:00 p.m.
March 13, 2007: Parkview Learning Center, Virginia, 9:00 a.m. and 2:10 p.m.
March 13, 2007: Roosevelt Elementary School, Virginia, 1:15 p.m. and 2:10 p.m.
March 14, 2007: St Rose School, Proctor, 11:00 a.m.
March 14, 2007: Laura Macarthur Elem School, Duluth, 1:15 p.m. and 2:15 p.m.
March 15, 2007: Piedmont Elementary School, Duluth, 8:15 a.m.
March 15, 2007: Congdon Park Elementary School, Duluth, 1:00 p.m. and 1:45 p.m.
March 16, 2007: Lakewood Elementary School, Duluth, 9:20 a.m. and 10:00 a.m.
March 16, 2007: Minnehaha Elem School, Two Harbors, 12:45 p.m. and 1:30 p.m.
March 19, 2007: Caribou Lake Elementary School, Saginaw, 9:30 a.m.
March 19, 2007: Pike Lake Elementary School, Duluth, 2:00 p.m.
March 20, 2007: Nelle Shean Elementary School, Gilbert, 9:30 a.m. and 10:15 a.m.
March 20, 2007: Franklin Elementary School, Eveleth, 1:00 p.m. and 1:40 p.m.
March 21, 2007: St James School, Duluth, 9:30 a.m.
March 21, 2007: Grant Language Magnet School, Duluth, 1:30 p.m. and 2:15 p.m.
March 22, 2007: Bay View Elementary School, Duluth, 9:30 a.m. and 10:10 a.m.
March 22, 2007: William Kelley Elementary School, Silver Bay, 1:30 p.m.
March 23, 2007: Lincoln Park School, Duluth, 8:45 a.m. and 9:30 a.m.
March 23, 2007: St John's School, Duluth, 12:30 p.m.
March 26, 2007: North Shore Community School, Duluth, 8:30 a.m. and 9:15 a.m.
March 26, 2007: Holy Rosary School, Duluth, 1:00 p.m. and 1:35 p.m.
March 27, 2007: Washington Elementary School, Ely, 9:00 a.m. and 9:35 a.m.