



State Capitol
Room 224
Jefferson City, MO 65101

PETER KINDER
Lieutenant Governor

Contact: Gary McElyea
573-751-1088
Gary.McElyea@ltgov.mo.gov

News Release

FOR IMMEDIATE RELEASE

August 27, 2009

Lt. Governor Kinder Unveils the Lieutenant Governor's Health Challenge

Reminds Missourians that "Your Heart is In Your Hands"

JEFFERSON CITY –Lt. Governor Peter Kinder joined representatives of the Missouri Hospital Association, Missouri State Medical Association and the American Heart Association at Boone Hospital Center in Columbia to unveil a new initiative to promote a healthy lifestyle for Missourians.

"Today, I am proud to unveil the Lieutenant Governor's Challenge," Lt. Governor Kinder said. "This program will encourage Missourians to eat healthier and to exercise more often to prevent the risk of heart disease."

The Lieutenant Governor's Challenge is a 12-week physical fitness and nutrition program designed to improve heart health. The program provides an online tracking system for exercise and nutritional goals. The website can be found at, www.ltgovernorchallenge.us.

Heart Disease is the leading cause of death in America, killing nearly 20,000 Missourians each year. The National Heart, Lung and Blood institute has estimated that healthier living can reduce the risk of heart disease by up to 82%.

-MORE-

Dr. Jerry Kennett, a cardiologist at Missouri Heart Center and Vice President and Chief Medical Officer at Boone Hospital Center said that healthier living is a key element to better heart health.

"The Lieutenant Governor's Challenge is an important initiative to help Missourians take charge of their own health and live a healthier and more enjoyable life," said Dr. Kennett.

Lt. Governor Kinder's office will send bronze, silver and gold medals to participants who complete the 12-week challenge.

The Lieutenant Governor's Challenge is a collaborative project with the National Lieutenant Governor's Association and member states. Currently, Virginia, Kentucky, Nebraska, Alabama, Colorado, South Carolina, New Mexico, Alaska, Iowa and Missouri are participating in the program.

The Lieutenant Governor's Challenge website is available at, www.ltgovernorchallenge.us.

###