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News Release

FOR IMMEDIATE RELEASE

The Lafayette Recreation Department announces Screen-Free Week at the Bob Burger Recreation Center April 29 - May 5

All youths in grades K-12 will receive a FREE week pass to the Bob L. Burger Recreation Center when registering by **April 28!**

LAFAYETTE, Colo April 11, 2013 –Screen-Free Week (formerly TV Turn Off Week) at the Bob L. Burger Recreation Center gives parents and youth a good reason to turn off entertainment screen media and turn on life!

There is no cost to participate in the program. Youths in grades Kindergarten through 12 who commit to turn off their screens will receive a FREE week-long pass to the Bob Burger Recreation Center valid April 29- May 5. Upon registration, participants will also be given an Activity Log to keep track of the daily activities they engage in as an alternative to watching television, playing video games and using the computer for recreational purposes. All participants who return their completed Activity Log to the Recreation Center by May 12 will be awarded a participation certificate and an age-appropriate book compliments of the Lafayette Public Library.

The Lafayette Recreation Department is offering a free week's pass to support healthy lifestyles and provide optional recreational activities for youth in our community. "Some kids just need to be given the opportunity to realize there are lots of other great activities besides TV and video games," claims Curt Cheesman, director of the Lafayette Recreation and Facility Management Department. "We feel the Bob Burger Recreation Center does an exceptional job of providing a variety of activities for a variety of interests in our community. We're very proud of our involvement in Screen Free Week and the message it sends to our youth about the importance of healthy, active lifestyles."

Not only does the Recreation Center offer swimming and sports programs, a myriad of special interest classes are offered such as youth fitness training, yoga, tree climbing, skateboarding, Zumba, art classes, dance, and gymnastics. State-licensed preschool, after school, and day camp programs are also available.

Register in person at the Recreation Center (111 W. Baseline Rd / Lafayette) or online at www.cityoflafayette.com/registration

Participant Testimonials

Chris Cameron, former City of Lafayette Mayor

"I offer my whole-hearted support of the Bob L. Burger Recreation Center for their innovative and successful TV Turnoff Week program. My husband and two elementary age sons and I have participated for three straight years and each year the program gets better. Figuring out what we are going to do with the time we generally spend watching television or playing computer or electronic games usually is surprisingly fun, and the Recreation Department has made it easier each year by partnering with the library for story times and family activities and with local businesses for game nights, as well as providing free passes to the Recreation Center for the kids. This year a list of suggested activities helped us even more. The week is always a great time to reconnect as a family and remind ourselves of the things we enjoy doing. Finally, at the end of the week, the kids enjoy the accomplishment and getting their prizes. The effect of cutting out electronic entertainment for a week makes us more conscious about our usage afterwards."

Mary Claire Collins, Pioneer Elementary Teacher

"I applaud the Lafayette Recreation Center for their Turn Off the TV Program which provides academic and health benefits for my students. I look forward to helping my students and their families participate in this worthwhile program each spring."

Dede C. Pioneer Elementary parent

"I just wanted to thank you for this wonderful week! Anthony(7) participated, and we had such a good time that we have decided to continue the no TV/no computer games at least once a week indefinitely. I have encouraged daily limits on TV and computer, but it hadn't gone over very well until TV Turn Off Week. Now I think we will have more success--thanks to you."

Why turn off the TV?

Television cuts into family time, harms our children's ability to read and succeed in school, and contributes to unhealthy lifestyles and obesity. Here are just a few of the facts:

- On average, children in the US will spend more time in front of the television (1,023 hours) than in school this year (900 hours).
- Forty percent of Americans frequently or always watch television during dinner.
- As US Surgeon General Dr. David Satcher said at the Kick Off of TV-Turnoff Week in 2001, "We are raising the most overweight generation of youngsters in American history...This week is about saving lives."

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