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FOR IMMEDIATE RELEASE

ICE SKATING IS THE HEALTHY WAY FOR KIDS TO ENJOY WINTER!

HEALTHY KIDS FEST AT THE BLUE CROSS RIVERRINK

SUNDAY JANUARY 14, 2007

Philadelphia, PA (December 27, 2006) – **Want to find a great way to beat the winter blues or cabin fever? Get the family off the couch and take them ice skating outdoors, it is the healthy way to enjoy winter!**

The Independence Blue Cross Tenth Annual **HEALTHY KIDS FEST** celebrates ways to have fun that are also good for you too. With panoramic views of the Delaware River, Philadelphia City Skyline and the majestic Benjamin Franklin Bridge, ice skating at the Blue Cross RiverRink is the perfect outdoor activity for exercising this winter. The celebration will take place on **Sunday, January 14 from 12:30 to 5:30 p.m.** at the Blue Cross RiverRink at Penn's Landing, Columbus Boulevard at Market Street.

HEALTHY KIDS FEST will feature information and tips for Moms, Dads, and Kids on how to stay healthy during these tough winter months. There will be interactive games, fitness demonstrations, and useful free information. The **Police Athletic League** will present Cheerleading demonstrations, while the **Philadelphia Department of Recreation** will distribute information about their health and fitness programs. **St. Christopher's Hospital Healthy Weight Awareness Center** will also be on hand distributing information about the benefits of a healthy diet and physical activity.

One of the party rooms inside the heated facility will be turned into a live workout center or mini-gym, sponsored by **The Little Gym**. The staff of **The Little Gym** will be on hand for exercise instruction, fitness demonstrations, displaying fitness equipment and providing information on the various **The Little Gym** locations.

Added to the entertainment will be **FREE** activities including face-painting, make and take crafts, and balloon artistry. The giant video wall inside the heated facility adjacent to the rink will feature family friendly fitness videos.

Fun fitness games will include: **"If You Must Snack,"** allowing participants to compare

snacks as they are quizzed on the better snack choices. Another game will be “**Better Body Bingo**” in which the first person to match the foods on the Better Body Bingo Cards to create the proper meal, will win a prize. There will be various games set up for the kids to try, designed to increase coordination and promote good sportsmanship.

B101 radio will visit the Blue Cross RiverRink as part of this event celebrating kids. They will have crafts and special giveaways along with their mascot Buzzbee. There will be free samples of milk from **Lehigh Valley Dairy** and other snacks from **Acme** exhibiting that healthy snacking can help build healthy kids.

ABOUT THE LITTLE GYM:

Motor Skill Development made Fun builds Confidence that leads to a lifetime of Success. For over 25 years, The Little Gym® has done just that. Jennifer and Michael McKeown have always been passionate about children. After dreaming about owning a business for many years, they are the proud owners of three The Little Gyms, in Narberth, PA, Newtown Square, PA and their newest in Cherry Hill, NJ. Their extensive backgrounds in gymnastics, sports, cheerleading, dance and child development coupled with their love of children, create a winning combination for each of our students. They invite you to experience The Little Gym difference and give your child The Little Gym advantage.

HEALTHY KIDS FEST activities are free to the public. Skating sessions cost \$6 per person and are available during **HEALTHY KIDS FEST** from 12:30 to 2:30 p.m. and from 3:00 to 5:30 p.m. Skate rental is \$3 and there is convenient parking available for just \$8.

Public Skating Sessions are as follows: Mondays through Thursdays from 6:00 to 9:00 p.m.; Fridays 6:00 to 8:00 p.m., and 8:30 to 10:30 p.m., and 11:00 p.m. to 1 a.m., and Saturdays from 12:30 to 2:30 p.m., 3:00 to 5:30 p.m., 6:00 to 8:00 p.m., and 8:30 to 10:30 p.m. and 11:00 p.m. to 1 a.m.; Sundays from 12:30 to 2:30 p.m., 3:00 to 5:30 p.m., and 6:00 to 9:00 p.m. Skate to a live DJ every Friday and Saturday Night from 9p.m. to 12 midnight.

Independence Blue Cross is the founding and presenting sponsor of the Blue Cross RiverRink. Other sponsors include: NBC 10 and the Greater Philadelphia Tourism Marketing Corporation.

The Blue Cross RiverRink is located at Columbus Boulevard at Market Street. For more information on **HEALTHY KIDS FEST**, skating times, lessons, birthday parties or private sessions, please call 215.925.RINK or visit www.riverrink.com.

<<http://www.riverrink.com/>>

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