



CENTRAL MARKET PRESENTS THE ACTIVE LIFE BLOCK PARTY
Activities promote healthy living for all Austin locals

Come together with friends and family at The Active Life Block Party, a free event co-sponsored by Central Market and The Active Life Movement to promote healthy living among Austinites. Providing food, games and even exercise classes, the Block Party is about offering fun and interactive ways to stay fit and healthy in 2010.

FOR IMMEDIATE RELEASE
February XX, 2010

[For more information...](#)

WHO: Central Market, North Lamar location
The Active Life Movement

WHAT: Two-time Olympic gold medalist swimmer **Garrett Weber-Gale** will be on hand from 1 p.m. to 2 p.m. to talk about his new cookbook. Gale is co-founder of Athletic Foodie, a company committed to helping people live healthy lifestyles. Gale's passion for healthful eating is a result of his battle with high blood pressure. He will also provide a cooking demonstration that afternoon.

Kids are invited to play at Wii gaming stations, shake their hips in the hula-hoop contest, bounce in the Moon Walk, and race in a fun run around Central Park (for kids 6 years old and up).

Adults can learn how to live healthy lifestyles by participating in 20-minute mini boot camps led by Austin Adventure Boot Camp, taking foodie tours with registered dieticians and gaining exercise tips from on-hand fitness trainers. Stop by the "Healthy Recipe Substitutions" table to talk with foodie experts on how to make popular dinner meals healthier and enjoy free product samples from Vega, Nuun, Republic of Tea and Cooper's Vitamins.

WHEN: Saturday, February 27 from noon to 4 p.m.

COST: Free

WHERE: Central Market
4001 N. Lamar Blvd.
Austin, TX 78756

ABOUT CENTRAL MARKET:

Central Market's 75,000 square foot serpentine-flow, full view European-style layout created a completely new food shopping experience—never before offered with such entertainment and excitement. A bountiful produce department with unmatched quality and variety, an 80-foot seafood case with selections flown in daily from throughout the world, hundreds of cheeses, 3,500 wine labels, and stupendous specialty grocery aisles with delights from every

continent are among the exclusive features that make the Central Market experience unique. For more information, visit www.centralmarket.com.

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ABOUT ACTIVE

LIFE MOVEMENT: Since its founding in 2004, ACTIVE Life has become a leading innovator in creating a social movement that encourages healthy, active lifestyles among youth, families and the community. Through its ACTIVE Life initiatives, the Austin-based non-profit organization provides health- and fitness-based programs, media and events to thousands of youth and families throughout Texas. ACTIVE Life was selected by the Centers for Disease Control and Prevention and the Robert Wood Johnson Foundation as among the “most promising” initiatives in the nation. ACTIVE Life is also the recent recipient of the Texas Department of State Health Services’ “Best Practices Health and Fitness” award and is supported by the Texas Education Agency. For more information, visit <http://www.activelifemovement.org>.

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