

# PRESS RELEASE



Indiana Lakeland Girl Scout Council  
2400 Elkhart Road  
Goshen, IN 46526  
T 574.533.8881  
Toll free 866.223.7740

**Contact:**

Lin Hoppel, Director of  
Marketing/Development

15 August 2007

***For Release on Receipt***

**KENDALLVILLE** – Kraft Foods Kendallville has contributed \$2,250 toward the *Healthy Me!* project directed by Indiana Lakeland Girl Scout Council. Both organizations have a longtime interest in promoting healthy lifestyles and the funds the Kraft Cares Contributions Program granted to the council will be used in providing fun, informal diet, exercise, self esteem and diversity information to girls age five – 14.

The program is based on research conducted by Girl Scouts of the USA called *THE NEW Normal? What Girls Say about Healthy Living*. It will take into account four key findings:

1. For most girls, being healthy has more to do with appearing normal and feeling accepted than maintaining good diet and exercise habits.
2. Emotional health, self-esteem and body image play a critical role in girls' attitudes about diet and exercise.
3. Although girls demonstrate basic knowledge about healthy foods and eating behaviors, they often do not put this knowledge into practice; and it is normal for many girls to make poor choices relating to diet and exercise.

4. Mothers were the most frequently cited source of information on healthy living, and they clearly function as role models for their daughters. A mother's weight, body image, attitude and healthy habits are strong indicators of whether or not her daughter is overweight, satisfied with her body, physically active and goes to her mother for advice on healthy living.

Indiana Lakeland Council initiated the Healthy Me project in 2006 by involving girls at camp in self competitive fitness projects. The council also provided education info throughout the council service area to individuals via a highly visible Girl Scout event -- the cookie sale. Additionally, a family challenge campaign in health and fitness was institute which generated interest. In 2007 and 2008 the council will expand on the family portion and on local troop and group involvement of the project.

The council also has joined forces with the K21 Foundation of Kosciusko County to offer Healthy Me to both Girl Scouts and non Girl Scouts at a Warsaw area church.

“This is the second year that Kraft Cares has supported our efforts to reach girls with fun, games and information about how to live a healthy lifestyle,” says Anne Reel, council executive director. “We very much appreciate what our partners are doing for girls.”