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FOR IMMEDIATE RELEASE

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Logo Design Contest for A Healthy Kingston for Kids

A Healthy Kingston for Kids project is seeking artists in the community to donate their creativity in the form of a logo. The project organizers are looking for a simple, yet easily identifiable logo for the program, which aims to reverse the childhood obesity epidemic in Kingston via environmental and policy change. We're also encouraging contestants to work with youth in the design of the logo.

Deadline for submitting art is Monday April 1, 2010 at 5:00 p.m. ET

To learn more about the program, visit this website:
<http://www.kingston-ny.gov/content/120/2336/default.aspx>

Requirements for Logo:

- Be distinct, unique and easily identifiable
- Remain clear at a small size
- Can be used in color and in black and white printing without losing clarity
- Include a paragraph about how a young person helped with the design

The project board will select a winner and contact the instructor. Artist must be willing to forfeit all rights to the copyright and donate it to the program. There will be a press release announcing the winner. Designs can be submitted to aaz25@cornell.edu in JPEG format.

A Powerpoint presentation and additional information about the program can be requested by calling A Healthy Kingston for Kids, Project Director, Kristen Wilson at 845-340-3990 or emailing her at kew67@cornell.edu.

Kingston is the most diverse city in Ulster County, where almost 40 percent of students are overweight or at risk of becoming overweight. With the Healthy Kids, Healthy Communities grant, CCEUC and partners will work to transform the living and eating environment for children in the city. Partners include the City of Kingston, the Kingston City School District, the Kingston Land Trust, the Community Heart Health Coalition, Gilmour Planning, the Rose Women's Care Service, and the Ulster County Health and Planning Departments. Their strategy consists of

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creating safe routes to schools and parks, promoting the adoption of a Complete Street policy in the city, proliferating and supporting community and school gardens, and improving the snack options in after-school programs and environment. Complete Streets are roadways designed with all users in mind – bicyclists, public transportation vehicles, and pedestrians of all ages and abilities.

For more information about CCEUC's community programs and events call 845-340-3990 or visit us online at www.cceulster.org or follow us on www.facebook.com

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Cornell Cooperative Extension of Ulster County (CCEUC) is a 501(c) 3 subordinate government agency of the State of New York under Article 5, 224(b) of the NYS County Laws organization that utilizes research based knowledge through their partnership with Cornell University. This information is disseminated through their on-going community programming in the areas of Agriculture, Horticulture, 4-H Youth Development, Family and Consumer Science and Environmental programs held throughout Ulster County.