



**CATAWBA COUNTY PUBLIC HEALTH HONORED WITH PRESIDENT'S COUNCIL
ON FITNESS, SPORTS & NUTRITION COMMUNITY LEADERSHIP AWARD**

HICKORY, NC – The President's Council on Fitness, Sports & Nutrition (PCFSN) has selected Catawba County Public Health to receive a 2014 PCFSN Community Leadership Award. The award is given annually to individuals or organizations who improve the lives of others within their community by providing or enhancing opportunities to engage in sports, physical activities, fitness or nutrition-related programs.

With a focus on nutrition, Catawba County Public Health received this award for the launch of its farmers market in 2013. The market was considered a success in its first year for increasing access to fresh fruits and vegetables for Women, Infants, and Children (WIC) program participants through improved utilization of WIC farmers market nutritional program vouchers.

"Catawba County Public Health has worked to consistently promote the importance of good nutrition throughout the community," said Shellie Pfohl, executive director of the President's Council on Fitness, Sports & Nutrition.

"Because of Catawba County Public Health's efforts and contributions, the Catawba County community can embrace a healthier and more active lifestyle. Together we are all working to make our nation a healthier one."

This year, the President's Council presented the Community Leadership Award to 44 recipients across the country for making sports, physical activity, fitness, and nutrition-related programs available in their communities.

"Our farmers market is a great example of Catawba County Public Health's role beyond our walls," said Doug Urland, health director, Catawba County Public Health. "With a focus on all county residents, our role is to improve the health of the community through prevention. Providing easy access to nutritious foods at the market is just one way we're working to help prevent many chronic diseases, including obesity and diabetes."

Open to the public, the Catawba County Public Health Farmers Market is held every Thursday from 11:00 a.m. – 2:00 p.m. in Public Health's parking lot. Cash, Debit, EBT, WIC Farmers Market Nutrition Program and Senior Farmers Market Nutrition Program vouchers accepted.

About Catawba County Public Health

Catawba County Public Health, located off Fairgrove Church Road behind Catawba Valley Medical Center in Hickory, N.C., works to protect, promote, and improve the health of all county residents. For more information, please call (828) 695-5800 or visit www.catawbacountync.gov/phealth.

About the President's Council on Fitness, Sports, and Nutrition

The President's Council educates, engages and empowers all Americans to adopt a healthy lifestyle that includes regular physical activity and good nutrition. PCFSN is a committee of volunteer citizens who advise the President through the Secretary of Health and Human Services. Through its partnerships with the public, private, and nonprofit sectors, PCFSN promotes programs and initiatives that motivate people of all ages, backgrounds, and abilities to lead active, healthy lifestyles. For more information about the Council, visit www.fitness.gov or follow @FitnessGov on Twitter.

"Leading the Way to a Healthier Community"