



FOR IMMEDIATE RELEASE:
July 14, 2008

Contact: Meg Miller
Marketing & Communications Director
(414) 390-2195
mmiller@nahec.org

LEARNTOBEHEALTHY.ORG NAMED 2008 RICHARD B. RUSH OUTSTANDING INNOVATIVE PROJECT AWARD WINNER

MILWAUKEE, WI — July 14, 2008 — LearntobeHealthy.org, a health science learning portal, was awarded the 2008 Richard B. Rush Award for Outstanding Innovation by a Health Education Center by the National Association of Health Education Centers.

The announcement comes in the wake of national media attention to the key role played by credible health education in injury and illness prevention. LearntobeHealthy.org is a free online, standards based, health science learning portal designed to help educators and parents communicate important health concepts to students. The educational portal, created by staff of the Susan P. Byrnes Health Education Center of York, Pennsylvania, contains comprehensive lesson plans, interactive games and activities, web quests and more. Students in grades K-12 can learn important information about keeping their bodies healthy through fun, interactive games and activities.

New resources unveiling this year include: health logs, information communities like how to talk health with your kids, and a recipe exchange. Premium services will be added to the portal this year, enhancing the already robust site for those users who would like to pay a subscription rate to access live video segments and other enhanced resources.

The portal has been made possible through support from a number of generous donations and is currently funded through Highmark Healthy High Five, an initiative of the Highmark Foundation. We look forward to continued content creation on LearntobeHealthy- inspiring students and their families to make healthy choices that will last a lifetime!

#

MORE

About the National Association of Health Education Centers (NAHEC)

Established in 1989, the National Association of Health Education Centers (NAHEC) is a non-profit organization dedicated to supporting and promoting a national network of organizations that provide health education programs. Through this network, over 3.7 million children and adults receive health education that empowers them to actively participate in creating healthier communities.

NAHEC Members are organizations providing up-to-date, effective and sustainable health education programs. Our mission is to make health education broadly accessible, up-to-date, effective, and sustainable. Our vision is to empower children and adults to actively participate in creating healthier communities.

For more information about the National Association of Health Education Centers, please visit www.nahec.org.

About Susan P. Byrnes Health Education Center

The Byrnes Health Education Center offers over 60 dynamic health education programs for students of all ages. All programs are designed to instill an appreciation of the incredible human body and to motivate students to make healthy choices. The Center, located on South George Street in York, houses five multi-media teaching theaters where interactive learning takes place. Additionally, health education programs are taught outside the Center's walls through interactive outreach programs for schools and worksite wellness initiatives.

Over 650,000 students from across Central PA and Northern MD have visited the Byrnes HEC since it opened in 1995. The Center's newest initiative, LearntobeHealthy.org offers FREE online health education resources for teachers, parents, and community members. The website was launched in January, 2006 and boasts 12,000 members.

####