

IT'S TIME TEXAS COMMUNITY CHALLENGE

Presented by 

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It's Time Texas Announces Winners of Seventh Annual Community Challenge

Rio Grande Valley Sweeps Statewide Healthy Living Competition: McAllen, Harlingen, and Los Fresnos Placing Top

(AUSTIN, TEXAS) The results are in for the annual IT'S TIME TEXAS Community Challenge, presented by H-E-B, which concluded on March 3rd. Developed in 2012, the statewide competition mobilizes community members, schools, businesses, organizations, and mayors around healthy living and provides them with the tools and motivation to make health a part of their daily routine. Over the 8-week challenge, individuals earn points for their cities or towns by participating in activities such as posting "healthy selfies," organizing healthy workplace activities, signing healthy school pledges, and tracking physical activity and weight loss.

More than 25,000 Texans of 356 cities across Texas participated in the 2019 Community Challenge. Participants logged over 200,000 healthy actions and 79 Texas mayors pledged to make their communities healthier places to live.

"We are honored to have had so many community, business, and school leaders across Texas step forward to lead their communities to greater health. The seventh annual Community Challenge united tens of thousands of Texans in taking charge of their health and the health of their communities," said Baker Harrell, PhD, Founder and CEO of It's Time Texas. "The Community Challenge is designed to ignite the spirit of Texans and give all Texans a fun and free way to advance the movement for a healthier state. The widespread support that the 2019 Community Challenge received from all corners of the state is proof positive that this movement is gaining momentum and having a real impact."

The winning community in each size category will be honored at an awards ceremony and will receive an \$1,800 grant to put toward future community health efforts. Members of each winning, runner-up and

recognized community, as well as the individuals who earned the most points, will be recognized during local celebrations across the state.

The Rio Grande Valley communities will be honored and presented with awards this Thursday, March 28 at 2:00p.m., during the awards ceremony being held at the Lower Rio Grande Valley Development Council located at 301 W Railroad St, Weslaco, TX 78596.

Winning Communities of the 2019 Community Challenge:

- Metro: Austin (third consecutive year)
- Large: McAllen (second consecutive year)
- Mid-Size: Harlingen (second consecutive year)
- Small: Los Fresnos (first year)
- Extra-Small: Smithville (second consecutive year)

Winning School Districts of the 2019 Community Challenge:

- Metro: North East ISD
- Large: Pharr-San Juan-Alamo ISD
- Mid-Size: Harlingen CISD
- Small: Los Fresnos CISD
- Extra-Small: Point Isabel ISD

Rio Grande Valley Recognized Communities of the 2019 Community Challenge:

- Pharr
- San Juan
- Laguna Vista
- Edinburg
- Alamo
- San Benito
- La Feria
- Lago Vista
- Weslaco
- Houston

Texas is ranked 14th among states having the highest obesity rates and the annual Community Challenge is a much-needed and impactful program which draws partnership from among businesses and government as well as schools, nonprofits, and faith-based organizations across the state. Within the past seven years, the It's Time Texas Community Challenge has inspired more than 3.3 million healthy actions and has engaged thousands of Texas communities of all sizes. H-E-B continues to provide invaluable support to the Community Challenge, and the event would not be possible without their partnership.

The Community Challenge is generously supported by USDA's Supplemental Nutrition Assistance Program (SNAP). To receive assistance purchasing healthy foods, sign up for SNAP benefits at yourtexasbenefits.com.

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About It's Time Texas:

It's Time Texas is the statewide nonprofit that champions the movement for a healthier Texas. We believe that Texas is best when Texans are healthy. That's why we're championing the movement to create a culture of health in the Lone Star State. Our programs and partnerships empower all Texans to lead healthier lives, build healthier communities, and contribute to a healthier state. By uniting and mobilizing the efforts of individuals, businesses, and institutions across Texas, they are shifting practices and policies to create a culture of health in the Lone Star State. Learn more at www.itstimetexas.org.