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For Immediate Release

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**A Philly First: *The Power of the Pyramid* Delivers  
Healthy Eating and Fitness Tips to Local Students  
The National Theatre for Children Brings Popular Nutrition-Education  
Program to Philadelphia Elementary Schools in Early 2007**

**Minneapolis, Minn. – February 13, 2007** –The National Theatre for Children, Inc. (NTC), the largest in-school touring theater company in the country, announced today that it is helping combat childhood obesity in Philadelphia with a city-wide tour of the *Power of the Pyramid: We Have the Power to Be Fit* program. From January 22 to February 23 and again from April 9 to May 18, NTC will travel to 165 elementary schools in the School District of Philadelphia to rally kids and their parents around fitness and the revised USDA My Pyramid. The tour is sponsored by the School District of Philadelphia's EAT.RIGHT.NOW. Nutrition Education Program, which is funded by the USDA's Food Stamp Program.

According to the Centers for Disease Control, 18.8 percent of children ages 6-11 and 17.4 percent of adolescents ages 12-19 are overweight, and since the 1970s, the percentage of children ages 6 to 19 who are overweight has almost tripled. These statistics are causing school districts to reinvigorate their efforts to teach students and their families about healthy eating and exercise habits.

“It’s critical for children and their families to understand the importance of eating healthy foods and being physically active every day,” said Joan Nachmani, project director for the EAT.RIGHT.NOW Nutrition Education Program. “By learning how to maintain a healthy weight, children can avoid diseases linked to obesity, such as diabetes, heart disease, asthma and many other health concerns related to complications from poor health habits.”

While watching *The Power of the Pyramid*, students learn about different types of food (“Sometimes” and “Always” foods) and how they relate to a healthy lifestyle from the play’s

main characters – Preston Polygon, the world’s worst waiter, and a goofy mummy who wants to take over Preston’s job. After lots of laughing and audience participation, students have learned about My Pyramid, how to select healthy snacks and how to add more exercise to their day. The program also includes engaging workbooks, take-home activities, a CD-ROM game, handy guidebooks, and curricular aids for teachers.

“Using live theater in school is a fun, effective way to introduce children to basic information on fitness and nutrition,” NTC president Ward Eames said. “Our programs are all rigorously tested. Past program studies show that 99 percent of educators believe the use of live theater increases students’ capacity to retain the key message. Plus, all of the extras, including the CD-ROM game—which I think kids will enjoy immensely—reinforce our messages to eat right and exercise.”

For more information about NTC and its programs, including *The Power of the Pyramid*, visit [www.nationaltheatre.com](http://www.nationaltheatre.com) or call 1-800-858-3999.

### **About The National Theatre for Children**

Founded in 1978, The National Theatre for Children, Inc. (known at that time as Small Change Original Theatre, Inc.) is dedicated to educating young people on important and timely curricular subjects by offering educational live theater in our nation's schools. Based in Minneapolis, NTC has developed the art of teaching through live theater into an evidence-based science of its own. NTC has pioneered extremely successful programs in health, science, social studies, reading and math. Each year, dozens of troupes perform live educational theater programs in front of millions of students, in thousands of schools, nationwide.

### **About EAT.RIGHT.NOW.**

The official Nutrition Education Program (NEP) of the School District of Philadelphia, EAT.RIGHT.NOW is a unique program funded by PENNSYLVANIA NUTRITION EDUCATION TRACKS, a part of USDA's Food Stamp Program, to provide free nutrition outreach to eligible public school students, teachers, staff, administrators and parents. In the past seven years, EAT.RIGHT.NOW. has successfully reached more than 1.5 million participants through in-class lessons, health fairs, assembly programs, newsletters, bulletin board displays, food tastings and demonstrations. For additional information on the EAT.RIGHT.NOW. Nutrition Education Program, please visit [www.phila.k12.pa.us/offices/physed/webmaterial/Health/Nutrition/index.html](http://www.phila.k12.pa.us/offices/physed/webmaterial/Health/Nutrition/index.html). To find out how the Food Stamp Program can help you buy healthy foods, contact the Pennsylvania Department of Public Welfare's toll-free helpline at 800-692-7462. This institution is an equal opportunity provider and employer.

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