



## FOR IMMEDIATE RELEASE

### **Jacksonville Families Dance for Chance to Win up to \$30,000 for Children's Miracle Network Hospitals of Northeast Florida/Southeast Georgia** *Primrose Schools' Family Dance-off Encourages Physical Activity to Curb Childhood Obesity*

*February 9, 2011-* Jacksonville, Florida – A local family could win as much as \$30,000 for Children's Miracle Network Hospitals of Northeast Florida/Southeast Georgia and a \$5,000 prize through Primrose Schools' second annual Family Dance-off competition, which promotes physical activity as part of a healthy family routine. Between now and March 19, families can upload their 30-second dance videos to [www.FamilyDanceoff.com](http://www.FamilyDanceoff.com) to compete to win a portion of the \$65,000 Primrose Schools is donating to Children's Miracle Network Hospitals. Local supporters can vote for their favorite video up to five times per day.

The Family Dance-off is part of Primrose Schools' commitment to happy hearts and healthy bodies in each of its schools and communities. In the past 30 years, the national childhood obesity rate has nearly tripled, and as a result, children today are developing adult health problems like high blood pressure and Type 2 diabetes. Primrose Schools is dedicated to creating lifelong healthy lifestyle skills in our children. Each day at all three Primrose locations in the Jacksonville area, children engage in purposeful play through the school's Thumbs Up! Physical Activity and Outdoor Play Program. The program is designed to offer daily health-enhancing activities that help children develop a strong foundation of physical skills.

Primrose locations in Northeast Florida are:

Primrose School at St. John's Forest, 180 Gateway Circle, Jacksonville, FL 32259

Primrose School of Julington Creek, 480 State Rd 13 N, Jacksonville, FL 32259

Primrose School of Fleming Island, 2031 Town Center Blvd, Fleming Island, FL 32003

Visit [www.FamilyDanceoff.com](http://www.FamilyDanceoff.com) to submit your family's dance video, or view and vote for your favorite local families.

#### **About Primrose Schools**

Founded in 1982, Primrose Schools is the nation's leader in providing consistent, accredited early childhood education and child care services in more than 200 schools in 15 states. The foundation of Primrose Schools is based on a dedicated and passionate group of early childhood professionals providing high quality education with a balance of learning, character development and play.

Primrose School's Balanced Learning® Curriculum blends teacher-directed and child-initiated activities and is consistently delivered in all Primrose Schools nationwide. This exclusive curriculum is standards-based and enables teachers to help children build a foundation of knowledge and skills that will enable them to move successfully from one level of development to the next. Primrose is the first preschool organization in the country to achieve the gold standard in educational accreditation from AdvancED and to require all of its schools to become SACS CASI or NCA CASI accredited. For more information, visit [www.primroseschools.com](http://www.primroseschools.com).

**About Children's Miracle Network Hospitals®**

Children's Miracle Network Hospitals is a non-profit organization dedicated to saving and improving the lives of children by raising funds for children's hospitals across North America. Each year, over 170 Children's Miracle Network Hospitals provide the finest medical care, life-saving research and preventative education to help millions of kids overcome diseases and injuries of every kind. Locally, Children's Miracle Network Hospitals of Northeast Florida/ Southeast Georgia benefits the pediatric programs at Shands Jacksonville and Wolfson Children's Hospital.

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