



**TEXAS IS
BEST WHEN
TEXANS ARE
HEALTHY**

FOR IMMEDIATE RELEASE – Tuesday, December 12th, 2023

**LOCAL RIO GRANDE VALLEY LEADERS AND COMMUNITY HEALTH CHAMPIONS GATHER TO KICKOFF
THE 2024 IT'S TIME TEXAS COMMUNITY CHALLENGE – January 8th, 2024**

Weslaco, TX - [December 12, 2023] –

The 12th annual It's Time Texas Community Challenge begins Monday, January 8th, 2024. This challenge encourages communities to rally together, pledge to prioritize community health and lead in creating a healthier Texas.

The new year marks the beginning of the 12th annual It's Time Texas [Community Challenge](#), a free eight-week friendly competition that helps Texans develop daily healthy habits. On January 8th, 2024, local Rio Grande Valley leaders and community health champions are invited to gather with the It's Time Texas Team at a Kickoff event. During this event, leaders and health champions will have the opportunity to take the Community Challenge pledge. In addition to kicking off the 2024 challenge, this event will be a time to recognize those in attendance and their commitment to health.

Historically, the Rio Grande Valley has played a large part in furthering the impact of the It's Time Texas Community Challenge. Almost 40,000 Rio Grande Valley residents have joined the Community Challenge. With significant support from community leaders, participation from the Rio Grande Valley community has led to many awards for schools, organizations, and communities.

Event Details

The Rio Grande Valley Kickoff will be Monday, January 8th, 2024, from 2:00 PM to 3:30 PM at 301 W. Railroad St. Weslaco, TX 78596. Building B., the Lower Rio Grande Development Council. Registration is not required but is requested through Eventbrite - bit.ly/RGVKickoff24

Agenda Highlights:

- **Welcome & Community Challenge Insights:** The "It's Time Texas" team will kick off the festivities, providing a sneak peek into the exciting initiatives planned for the Rio Grande Valley.
- **Spotlight on Transformative Initiatives:** Selene Guerrero, Program Director of the It's Time Texas Community Challenge, will illuminate the path forward, shedding light on the initiatives that will reshape the community's health landscape.
- **Visionary Local Leaders:** Hear firsthand from local leaders as they share their vision for a healthier future, demonstrating their commitment to fostering positive change.
- **Inspiration from the Past:** Be inspired by the success stories and insights from previous Community Challenges, showcasing the incredible impact a united community can achieve.
- **Take the Pledge:** Join the movement for a healthier, stronger Rio Grande Valley by taking the pledge!

[Itstimetexas.org](https://itstimetexas.org) | For media inquiries email – marketing@itstimetexas.org



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About the Challenge

The Community Challenge is one piece of a complicated, multilayered approach to addressing Texas' health crisis. Texans are losing loved ones to preventable health diseases at a record rate, and communities as little as two miles apart can experience a 30-year difference in average lifespans.

The Community Challenge can change this narrative by:

We offer every Texan free access to health resources such as telehealth coaching, healthy recipes, virtual fitness classes, and recommendations on local trails and events for exercise.

Creating Health Champions that model a healthy lifestyle and lead entire communities towards a culture of health. Where you live shouldn't determine how long you live. Regardless of your zip code, everyone deserves access to tools and resources to live a healthier, happier life. The Community Challenge can offer that! Currently, Texas is ranked No. 23 in life expectancy in the U.S., with more than two-thirds of Texas adults and one-third of Texas children being overweight or obese. The Community Challenge is our first step on a united journey to build a healthier Texas.

Communities, schools, organizations, and individuals compete to win incentives and prizes over the eight-week challenge (January 8th – March 3rd). By logging daily healthy actions and habits, participants earn points for themselves and the organization and school they choose to compete for. Registration for the challenge is open now!

Media Opportunities: Capture the essence of this extraordinary event with photo and media opportunities available during and following the proceedings. Witness community leaders taking the pledge and be part of a movement that aims to make a lasting impact on the health and well-being of the Rio Grande Valley.

Take the chance to be part of this inspirational journey towards a healthier, stronger, and more connected Rio Grande Valley.

Join the Conversation

Follow the excitement on social media, follow us @ItsTimeTX, and use #ITTCCommunityChallenge to join the conversation shaping a healthier future!

Note: Please [RSVP](#) to ensure your spot at this momentous event. We look forward to your presence as we embark on this journey towards a healthier Rio Grande Valley.

About It's Time Texas:

[It's Time Texas](#), a statewide nonprofit dedicated to promoting healthier lives and more vibrant communities for ALL Texans. This is accomplished through innovative programs and community-centered initiatives encouraging physical activity, healthy eating, and overall well-being. Learn more at itstimetexas.org.

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