



**TEXAS IS
BEST WHEN
TEXANS ARE
HEALTHY**

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Introducing Sweet Summer Habits: Empowering Schools and Families for a Healthy Summer

[Austin, Texas] – It's Time Texas, a statewide non-profit, is thrilled to launch the **Sweet Summer Habits** Campaign, an initiative aimed at inspiring school-aged children to prioritize their well-being throughout the summer months. With a focus on promoting healthy activities, providing resources, and fostering a supportive community, this campaign brings together the best of summertime fun and wellness.

"Welcome to the Sweet Summer Habits Campaign, where healthy habits and summertime fun come together!" said Amelia Carnagey, Director of Marketing for It's Time Texas. *"We believe that taking care of ourselves is a superpower that can lead to a vibrant and fulfilling life. Through this campaign, we invite schools and families to join us on this wellness journey and discover the joy of living a healthy and balanced life."*

The Sweet Summer Habits Campaign offers a free comprehensive toolkit for schools and other organizations, empowering them to incorporate health and wellness activities into their summer communication and social media programming. Schools can access a downloadable interactive game board, virtual fitness and nutrition classes, telehealth coaching, and a variety of engaging resources. These tools aim to make healthy habits enjoyable and accessible for children during their summer break.

"It's not too late to join the Sweet Summer Habits Campaign!" emphasized Amelia. *"Schools can sign up today and provide their students with an unforgettable summer experience focused on health and wellness. Together, let's create a season of health and happiness for our youth."*

In addition to supporting schools, the Sweet Summer Habits Campaign also encourages families to participate in cultivating healthy habits at home. With the free program's resources and activities, parents and caregivers can work together with their children to foster a lifestyle of well-being during June and July.

Amelia concluded, *"We invite families to join us in this summer adventure of nurturing sweet habits. By prioritizing our well-being, we ensure a season of health and happiness for our children and ourselves."*

To learn more about the Sweet Summer Habits Campaign and to sign up, please visit itstimetexas.org/ssh. Let's make this summer a time of growth, wellness, and unforgettable memories!

About It's Time Texas:

It's Time Texas is an Austin based, statewide nonprofit organization dedicated to empowering Texans to lead healthier lives and build healthier communities. Through innovative programs and initiatives, It's Time Texas promotes physical activity, healthy eating, and overall well-being. To learn more, visit itstimetexas.org.