

Touching lives. Securing futures.®

News Release

To: Local newspapers, local school newsletters

Date: _____

FOR IMMEDIATE RELEASE

For more information, contact: _____, _____
Name Phone

Local kids exercise their minds and bodies

Kids from _____ recently participated in an exercise
Name of participating group or school
and nutrition program to learn about making healthy choices. The kids took part in a free program offered by Modern Woodmen of America, a fraternal financial services organization.

Modern Woodmen’s Exercise and Nutrition Program, “Fitness, Food and Fun,” offers a variety of learning opportunities so children can experience the benefits of physical activity and better nutrition choices. Each child receives a jump rope and bookmark to help reinforce healthy behaviors.

The program is one in a series of free Youth Educational Programs Modern Woodmen offers to schools and youth groups nationwide. Estimates suggest this program alone will reach 500,000 kids this year.

As a tax-exempt fraternal benefit society, Modern Woodmen sells life insurance, annuity and investment products not to benefit stockholders but to improve the quality of life of its stakeholders – members, their families and their communities. This is accomplished through social, charitable and volunteer activities.

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