

FOR IMMEDIATE RELEASE

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Let's Go! Announces Community Mini-Grant Opportunity

Portland, Maine, August 6, 2009 – Let's Go! is seeking applications from community programs to fund initiatives that support healthy lifestyle choices for children, youth and families in the 12 Greater Portland communities. Projects must have a direct focus on environmental and policy change.

Eligible communities include: Cape Elizabeth, Cumberland, Falmouth, Freeport, Gorham, North Yarmouth, Portland, Scarborough, South Portland, Westbrook, Windham, and Yarmouth. Priority will be given to communities who have not been previously funded by Let's Go! and/or projects that are more innovative.

Information on submitting applications as well as project criteria can be found at <http://www.letsgo.org/resources/CommunityMiniGrants.php>

Applications must be received by 5 p.m. on October 1, 2009.

Let's Go! promotes healthy lifestyle choices for children, youth, and families in 12 Greater Portland communities by focusing on physical activity and healthy eating. The multi-year project is funded by Let's Go Founding Partners Anthem Blue Cross Blue Shield Foundation, TD Bank, Hannaford, MaineHealth, Maine Medical Center, Unum, and United Way of Greater Portland. The program also receives significant support from the Harvard Pilgrim Health Care Foundation. Let's Go! works collaboratively with the public health professionals, community based organizations and programs working to increase physical activity and improve nutrition among children and families in the Portland area. Let's Go! was created in direct response to a doubling in the rate of obesity in Maine's children over the past three decades.

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