



**Press Release**  
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For Immediate Release  
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5-2-1-0 Let's Move! Missoula

## **Missoula Agencies Encourage Families to Power Down at Unplug and Play! Summer Kick-Off**

Families are invited to the Unplug and Play! Summer Kick-Off from 1 to 4 p.m. Sunday, June 9, in Franklin and McLeod parks. Presented by Sunday Streets Missoula and Let's Move! Missoula, the free event encourages families to ride bikes and stroll between the parks along the Sunday Streets Missoula route.

The Unplug and Play! Summer Kick-Off is part of a national campaign to educate families on the detrimental effects of too much recreational screen time. This year, the Missoula kick-off will activate two neighborhood parks simultaneously and feature more than 30 free activities in them. Sunday Streets Missoula will connect the two parks with an open streets route and will also include activities such as roller derby, science experiments and bubble-making. Grant Street from 10th Street to North Avenue will be closed to through-traffic and open to people to walk, bike and roll between the two parks. The route is a leisurely 25-minute walk or 10-minute bike ride from park to park.

The Unplug and Play! Summer Kick-Off is the signature event of the 5-2-1-0 Summer Guide, which details all the free and low-cost activities happening in the Missoula area this summer, such as reading programs, summer meal sites, outdoor city band concerts, free museum days, discounted ice skating, family art workshops, yoga in the parks and more. Download a guide at [www.5210missoula.com](http://www.5210missoula.com).

Let's Move! 5-2-1-0 is a daily recipe for health used nationally to promote healthy lifestyles. The four 5-2-1-0 behaviors are:

**Every day:**

- 5** fruits and vegetables
- 2** hours (or less) of recreational screen time
- 1** hour of physical activity
- 0** sweetened beverages

For more information, call Lisa Dworak at the Missoula City-County Health Department at 406-552-5011 or email [ldworak@missoulacounty.us](mailto:ldworak@missoulacounty.us).

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### **Partners and Sponsors**

United Way of Missoula County, Missoula County Public Schools, City of Missoula, Parks and Recreation, Community Medical Center, Missoula City-County Health Department, Missoula Family YMCA, Missoula In Motion, PacificSource Health Plans

### **Rationale**

Unplug and Play! Summer Kick-Off is part of a national campaign to educate families on the detrimental effects of too much recreational screen time. Addiction to screens impact family relationships, academics and a child's emotional and physical health.

Research supports reduced screen time for kids. “Study after study demonstrates kids who spend less time in front of screens maintain healthy weights, eat healthier food, sleep better, do better in school, read more, have more positive self-esteem and are less prone to risky behaviors. Doing more while watching less is the smart choice,” explains Rebecca Morley, Eat Smart Coordinator for the Missoula City-County Health Department.

**About Let’s Move! Missoula**

Let’s Move! Missoula is a public-private initiative focused on mobilizing projects and partnerships that enhance and build healthy environments for all children and residents. More information is online at <http://missoula.co/letsmove>.