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FOR IMMEDIATE RELEASE

**Healthy Lifestyle Choices Program Coordinator
Receives 2011 Practitioner Award at National Convention**
Drew Brees – Keynote Speaker

New Orleans, LA (April 7, 2011) – LaVerne Price, program coordinator at Healthy Lifestyle Choices (HLC), was awarded the Practitioner Award for 2011 at the American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD) National Convention in San Diego. Drew Brees, co-chair of the President's Council on Fitness, Sports & Nutrition, presented the keynote at the General Session on Thursday, March 31.

"Healthy Lifestyle Choices is proud to have a staff member recognized at the American Alliance for Health, Physical Education, Recreation and Dance National Convention," said Donna Betzer, president of HLC. "Ms. Price's tireless dedication to serving our children and fellow educators is inspiring. She truly embodies the mission and vision of HLC to help students live happier, healthier and more productive lives."

The American Association for Health Education (AAHE) Practitioner Award is presented to an individual who has made substantial contributions to professional practice in his/her agency, community and workplaces. At HLC, Price is a surrogate administrator for health and physical education professionals in the Greater New Orleans area advocating for teachers to incorporate health education into the curriculum to ensure students stay focused on their well-being. Outside of work, Price continues to advocate for behavioral health education and has worked with several organizations at the state level to develop and implement AIDS prevention programs.

"After 40 years of working in the area of Health Education, it is gratifying and humbling to be honored by my colleagues for work in a field that is often overlooked", said Ms. Price. "I am happy to say that I have dedicated myself and career, to ensuring that children receive information necessary in helping them make healthy lifestyle choices."

Prior to her employment with HLC, Price worked with the Recovery School District as the Health and Prevention Curriculum Coordinator. She was responsible for health curriculum selection and coordinated wellness teams of physical education, nursing, social work and counseling representatives. Through the implementation of multidisciplinary programs, Price was determined to positively affect students to be their own health advocates.

Also recognized at the AAPHERD conference was Jefferson Parish Public Schools Athletic Director Manny Barocco. Barocco was selected as the 2011 Athletic Director of the Year in recognition of his contributions to the Jefferson Parish Athletics Department and ability to motivate students to participate in a lifetime of physical activity and sports. HLC has partnered with Barocco for several years on the School Health Advisory Committee to institute national standards and add value to students' health education programs.

For more information about Healthy Lifestyle Choices or how to incorporate its programs into your school or organization, please visit www.hlconline.org.

Editor's note: Photo of LaVerne Price attached.

*Healthy Lifestyle Choices (HLC), **CELEBRATING 10 YEARS**, empowers children with the knowledge and lifelong skills to make healthier choices in the areas of nutrition, fitness, safety, conflict resolution and violence prevention, and substance abuse prevention. HLC employs a specifically designed school-based curriculum for children in pre-Kindergarten through grade 8 to provide them with the skills to combat obesity, violence, intentional/unintentional injury and substance abuse-- the leading causes of death and disability among youth and adults, and to make healthy choices before adolescence when most of these behaviors begin. HLC programs currently reach more than 187,000 children in 41 Louisiana parishes and 40 states.*

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