

# WEDNESDAY WOWS



Welcome to Wednesday WOWS! • W-wonderful O-opportunities W-with S-schools

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March 17, 2016

## Healthy Kids Challenge Has Exciting News!

After almost 20 years of being a leading nonprofit dedicated to developing leaders and environments that help kids and families eat healthy and move more, we are passing the baton to our partners, SPARK and School Specialty (Sportime). This change will help ensure and enhance the viability and vitality of the same quality, research-based nutrition education resources and services for years to come.

The Healthy Kids Challenge history is a notable one and the journey continues! Founded eighteen years ago (1998) under the auspices of *Cooking Light* magazine and directorship of Vickie L. James, RD, LD, Healthy Kids Challenge has grown as an award-winning nonprofit dedicated to helping schools and community programs nationwide problem-solve barriers and create policies and practices in nutrition education. The program, aligned with the most current health education standards and guidelines of the Centers for Disease Control and Prevention (CDC), has built collaborative partnerships with leading organizations and professionals to serve hundreds of schools and thousands of children across the country.

"To be able to make a difference in the world is so humbling and gratifying, and to see the Healthy Kids Challenge grow and be nurtured by great partners like SPARK who share a similar philosophy of providing behavioral and environmental change programs and care as much about children as the HKC team does is exciting," stated Director and Creator Vickie L. James, RD, LD. HKC stands beside the SPARK program and School Specialty in supporting schools and youth initiatives across the country to 'Take the Challenge' and to serve as key 'KidLinks™' in providing solutions for students and their families to eat healthy, move more and enjoy a balanced life.

As my colleague Claudia Hohnbaum (Assistant Director) and I look towards retirement shortly, we can feel comfort in knowing that the HKC program is in excellent hands under the SPARK umbrella. We look forward to seeing the HKC work expand and reach even more kids and families!"

With the dissolving of the Healthy Kids Challenge nonprofit, SPARK & Sportime will assume ownership of all educational materials and programs. The HKC staff of registered and licensed dietitians will continue to serve as training, mentorship and coaching resources for SPARK.

See the full press release for [MORE information](#).



[Donate](#)

## National Nutrition Month Activity

[Mighty Milk Recipe and Activity](#)

Fix this *Healthy Me Challenge* quick and healthy breakfast/snack drink in class, afterschool or at home for kids this month!

## Funding Opportunities

*Connect healthy eating and physical activity with literacy*  
[Library Mini Grants](#)

**Deadline:** Mar. 31, 2016

The Ezra Jack Keats Foundation Mini grant awards \$500 to public schools, libraries and community organizations that foster creative expression, working together and interaction.

## HKC Blog

**Wake Up to School Breakfast!**

National School Breakfast Week starts on March 7th. This year's theme is **Wake Up to School Breakfast.**

[Read more](#)

## Partner in Health

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### Connect with Us

**For questions about Healthy Kids Challenge, please contact:**

Vickie L. James, RD, LD, Director  
[vickie@healthykidschallenge.com](mailto:vickie@healthykidschallenge.com)



healthykidschallenge.com | 1 (888) 259-6287