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Riverside's Start R.I.G.H.T. Challenge Returns In 2018, Reconditioned To Fit The Health Needs Of The Community.

(Riverside, CA) December 21, 2017 - The Start R.I.G.H.T. (Riverside Is Getting Healthy Together) Challenge, presented by Riverside Community Health Foundation and the City of Riverside, is back with a new game plan to get Riverside healthy!

The Challenge will kick-off with a Color Run, Saturday, January 20, 2018 at Grove Community Church (19900 Grove Community Dr., Riverside, CA 92508) from 8am – 12pm.

Start R.I.G.H.T. originated from the Fit Fresh & Fun Initiative beginning in 2011, that aims to foster healthier communities and make Riverside more aware of healthy opportunities within the city. In 2014, partners for the initiative redirected their efforts to center around the healthy living component, "Riverside is Getting Healthy Together (R.I.G.H.T), which Riverside Community Health Foundation manages.

Eddy Jara, Community Wellness Coordinator for the Office of the Mayor & Community Economic Development Department (City of Riverside), notes why the Challenge is important to Riverside. "Start R.I.G.H.T. represents an opportunity for all of us to work on our personal health behavior goals while we work together to create a healthier community."

In the past, The Challenge has been a 3-month fit-filled journey, however it will now be condensed to 6-weeks. This in turn will encourage participation throughout the entire process.

The ultimate goal of the Start R.I.G.H.T. Challenge is for participants to adopt healthy behaviors such as: increase consumption of fruits and vegetables, decrease consumption of saturated fats and sugar, to meet 150 minutes of physical activity per week (minimum) and to improve overall health.

The Challenge will include weekly education classes based on nutrition and exercise in both English and Spanish, coupled with family friendly physical activities.

In addition, Start R.I.G.H.T. will have family focused activities that challenge everyone to get active together. "This year, I am most excited about seeing families participate in the challenge together," shares Rachel Dowling, Senior Health Educator for Riverside Community Health Foundation and Chair of the Start R.I.G.H.T. Challenge. "I love when families work together for a common goal and what better goal than to learn how to maintain a healthy lifestyle."

Past participant Ana Ortiz, lost 11.1% of her body weight during last year's challenge. Ortiz went through a rough patch in the year 2017 and suffered an extreme loss, but she shares how the Start R.I.G.H.T. Challenge revitalized her inside and out! "Not only was it a good decision because I was going to lose those extra pounds that I was carrying but it was also therapeutic for me," shared Ortiz. "Before I started the Challenge I had isolated myself and had not been out in the public much. I suffered from depression and anxiety; once I began that Challenge I was able to get off my meds and that felt amazing!"

The Challenge will have five prizes: \$200 for the Most Physically Active Family, \$100 for the Most Physically Active Participant, \$100 for the Participant with the Most Fruit and Vegetable Intake, \$100 for the Participant with the Greatest Decrease in Saturated Fat Consumption and \$100 for the Participant with the Greatest Overall Health Improvement.

The Start R.I.G.H.T. Challenge will end with jumpers, games, music and fun to celebrate the hard work and perseverance of participants throughout the 6-week Challenge.

For more information about the Start R.I.G.H.T. Challenge or how to register, please contact Rachel Dowling at rachel@rchf.org or (951) 788-3471 and sign-up via Eventbrite and search Start R.I.G.H.T. Challenge 2018 Kick-Off Color Run!

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