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## **FOR USE ANYTIME**

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## **KIDS ON THE RUN BACKGROUND**

For the past 15 years, registered dietitian Wendy Crump has been committed to teaching and empowering families to live healthier lives.

Over the years, she has watched in horror as the rates of childhood obesity continued to rise. She realized there was a lack of education and understanding about nutrition. She was constantly shocked by the deceptive marketing tactics used by food companies to lure parents and kids into thinking food was “healthy.” Every year, reports indicated children were more sedentary than ever before. As a registered dietitian and mother of four, she decided to do something about it.

In 2005, Wendy founded Pasadena-based Kids on the Run, an active nutrition program designed to inspire and empower children, adolescents and their families through education, increased awareness and fitness training that influences, develops, and maintains healthy habits for life.

Since its inception, Kids on the Run has helped countless individuals realize their weight loss goals and adopt positive practices that the entire family can use. After completing the eight-week course, participants (and their families) report feeling empowered, energized and armed with the necessary tools that allow participants, and their families, to make smart choices and adopt healthy habits for life.

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