



**PLAY PENSACOLA™
PARKS & RECREATION**

FOR IMMEDIATE RELEASE

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5-2-1-0 Day of Play This Saturday

The City of Pensacola Parks and Recreation Department has teamed up with the Florida Department of Health in Escambia and Santa Rosa Counties and their 5-2-1-0 Let's Go Northwest Florida program to host the 3rd Annual Day of Play this Saturday, September 17th from 10:00 a.m. until 2:00 p.m. at the Community Maritime Park.

Residents and visitors in Northwest Florida are invited to experience a variety of activities and learn more about ways that families and individuals can live a healthier and active lifestyle. Over forty organizations and wellness-focused individuals will be presenting information and activities encouraging health, wellness and play for all ages.

This year's event is sponsored by 5-2-1-0 Let's Go Northwest Florida, a local effort of Florida Department of Health's Healthiest Weight Florida initiative. 5-2-1-0 Let's Go encourages individuals and families to adopt four lifestyle habits associated with achieving and maintaining a healthy weight, thereby reducing their risks for chronic diseases:

- Consume 5 or more fruits and vegetables each day,
- Limit daily screen time to 2 hours,
- Play or be active for at least 1 hour each day, and
- Consume 0 sugary drinks.

Additional sponsors include Nemours Children's Specialty Clinic and Pensacola Kids Dentistry. The 5-2-1-0 Northwest Florida Day of Play is free and open to the public. Food vendors will be available, including a local farmer with produce.

In addition to the 5-2-1-0 Northwest Florida Day of Play, the Parks and Recreation Department is simultaneously hosting their annual Play Pensacola Touch-a-Truck and J.A.K.E.S. events.

J.A.K.E.S. stands for Juniors Acquiring Knowledge of Ethics and Sportsmanship and is a program of the National Wild Turkey Federation to inform, educate and involve youth in wildlife conservation and the wise stewardship of natural resources.

Children and youth will participate in a fun-filled day of age appropriate activities such as archery, hunting and fishing education and skills practice, and firearm safety. Admission for J.A.K.E.S. activities is FREE. One-year J.A.K.E.S. memberships will be available for \$10 which includes a one year J.A.K.E.S. magazine subscription and a door prize. Every child signed up for the membership will be entered into a drawing for a youth bow valued at \$300 courtesy of Mike's Outdoors. The first 250 kids coming through J.A.K.E.S. Event will receive a free fishing pole combo courtesy of Fish Florida.

Sponsors of the J.A.K.E.S. Event include Academy Sports, Buffalo Rock-Pepsi, Fish Florida, Mike's Outdoors, Pen Air Credit Union, and Pediatric Therapy Center of Northwest Florida.

Kids can get a chance to be "behind the wheel" and rub elbows with their hometown heroes at the Play Pensacola Touch-A-Truck event. Kids can climb on and explore some of their favorite vehicles including fire engines, police cars, buses, news media satellite vehicles, construction trucks and more.

The Touch-A-Truck event is free and is sponsored by the City of Pensacola Parks and Recreation Department, Community Maritime Park, My Pensacola Credit Union and Be Ready Alliance Coordinating for Emergencies (BRACE).

For more information visit PlayPensacola.com or call (850) 436-5670.

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