



Office of
Community Relations

North East Independent School District

8961 TESORO DRIVE - SAN ANTONIO, TEXAS 78217

FOR IMMEDIATE RELEASE

February 22, 2011

Contact:

Chrissie Kolb
210-407-0553 office
Veronica Lawson
210-407-0040 office

MEDIA ADVISORY

- What:** North East ISD, in partnership with the American Diabetes Association, will host a “*Diabetes Event: Achieving Balance*” educational health fair to teach the community about the symptoms and control of diabetes. The fair is free and open to the public.
- Who:** NEISD community members, parents, students, and nurses; local physicians; and representatives from the American Diabetes Association, H-E-B and the Food Bank.
- When:** February 24, 2011, 5-8 p.m. (Dinner: 5-6:15 p.m.; Educational sessions: 6-8 p.m.)
- Where:** Roosevelt High School, 5110 Walzem Rd. **Media will need to ask accompanying parents for permission to film/interview/photograph students.**
- Why:** The fair is an opportunity for families to learn about diabetes, its symptoms and control treatments. The health fair is part of NEISD’s wellness initiative to provide a healthy environment throughout the district.
- Visuals:** Local physicians will teach educational sessions, and vendor booths from community resources will be set up with free information. Diabetes screenings will be offered, and NEISD nurses and P.E. teachers will offer hands-on activities for students to learn about diabetes. NEISD School Nutrition Services will provide information on portion control, healthy eating tips and school nutrition analysis. Sessions will also be translated into Spanish.
- More:** According to the American Diabetes Association, 25.8 million children and adults in the U.S. have diabetes, and 1.9 million new cases are diagnosed each year in people 20 and older.

###

About NEISD:

North East ISD has more than 70 schools and magnet programs with a fall 2010 enrollment of more than 66,000 students. NEISD employs more than 9,000 people. It is the second largest public school district in the San Antonio area and the eighth largest in the state. Under the Texas accountability system, 87 percent of NEISD schools are rated Exemplary or Recognized. The district earned Recognized for the third year in a row. More information about NEISD can be found at www.neisd.net.