



North East Independent School District

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MEDIA ADVISORY

- What:** North East ISD and H-E-B partner together and launch “Better Choices for Better Health,” a Health and Wellness project in 10 NEISD schools. H-E-B will also support Lee High School’s annual Lee-Esta parade with a kick off celebration.
- Who:** Grammy award winning group “Drumming with Nina,” H-E-B representatives, H-E-Buddy, NEISD Superintendent Dr. Richard A. Middleton and staff, and more than 1,200 Lee community members and students.
- When:** October 20, 2010
5:30 p.m. – “Drumming with Nina”
6 p.m. – parade starts (route below)
- Where:** Lee High School, 1400 Jackson-Keller. **Media will need to ask accompanying parents for permission to film, photograph or interview students.**
- Why:** To combat the rising prevalence of childhood obesity and diabetes in Texas schools, NEISD and H-E-B have partnered to launch a pilot program in 10 schools aimed at teaching students about the importance of health and wellness. The project “Better Choices for Better Health” was created to teach students how to make better food choices, the benefits of healthy eating and the importance of daily physical activity. The Lee-Esta parade is an annual event to show school spirit throughout the community.
- Visuals:** The event will kick off with a pep-rally style celebration that includes a performance by “Drumming with Nina,” a percussion group who has developed a musical program aimed at getting children physically active. At 6 p.m. the parade will begin with student groups marching throughout the neighborhoods.
- Parade Route:** *Start at the Lee Band Parking lot, exit to the right on Montview Dr., left on Flintridge and pass stop sign, left on Dawnridge, right on Park Glen Dr., right on Green Meadow Blvd., right on Orland Park, continue to Lee’s curved drive way into the main courtyard entrance.*

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About NEISD:

North East ISD has more than 70 schools and magnet programs with an expected 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.