



FOR IMMEDIATE RELEASE: October 3, 2011

Contacts: Liz Fetchin
Marketing and Communications Manager
Phipps Conservatory and Botanical Gardens
412/441-4442, ext. 3801
lfetchin@phipps.conservatory.org

Phipps Serves as Lead Host for Two Major Symposia Inspired by First Lady Michelle Obama's *Let's Move!* Campaign

City of Pittsburgh "gets moving" to promote healthier living in the region and beyond.

Pittsburgh, Pa. – Phipps Conservatory and Botanical Gardens, a leading participant in First Lady Michelle Obama's [Let's Move! Museums and Gardens](#) campaign, will serve as lead host for two major upcoming symposia focused on promoting healthy foods and strengthening communities: Let's Move Pittsburgh: Leading the Way to Healthy Lifestyles for Children on Oct. 12, and Feeding the Spirit: Museums, Food and Community on Oct.13, 2011.

Following the guidelines of *Let's Move!*, a White House initiative to curb childhood obesity with healthy food options, decreased screen time and increased physical activity for kids, [Let's Move Pittsburgh](#), a regional symposium, will give participants an opportunity to 1) learn about what organizations in southwestern Pennsylvania are doing to provide children with healthy food and opportunities to increase their physical activity and decrease screen time, and 2) develop a consensus and plan of action for offering more positive lifestyle options to local youth. To this end, panels covering schools, healthcare, early childhood education, community/out of school, and the food, restaurant and beverage industry will present, discussing best practices for and barriers to creating change. The keynote speaker is Dr. Christina Economos, a professor at the Friedman School of Nutrition Science and Policy at Tufts University, who is forging innovative research methods in the area of childhood obesity prevention.

Spearheaded by Phipps, UPMC Health Plan and the Heinz Endowments, and guided by a steering committee of representatives from Allegheny General Hospital Integrated Medicine; Allegheny Intermediate Unit; Carnegie Mellon University School of Design; Carnegie Museums of Pittsburgh; Carnegie Science Center; Chatham University; Children's Adventure; Children's Community Pediatrics; Children's Museum of Pittsburgh; City of Pittsburgh, Mayor's Office; Council of Three Rivers American Indian Center; Eat'n Park Hospitality Group; East End Cooperative Ministries; Giant Eagle; Greater Pittsburgh Community Food Bank; Healthy Armstrong; Heinz Endowments; Heinz History Center; Highmark, Inc.; Hill House Association; Hilltop Child Care Center; Long Run Children's Center; Magee-Womens Hospital; McKeesport School District; Mediterranean Wellness, Inc.; Mt. Washington Children's Center; Pittsburgh Association for Education of Young Children; Pittsburgh Project; Pittsburgh Public Schools;

Propel Schools; Sarah Heinz House; Southwestern Pennsylvania Food Security Partnership; University of Pittsburgh; University of Pittsburgh Department of Sports Medicine & Nutrition; UPMC Health Plan; Waldorf School of Pittsburgh, YMCA of Pittsburgh; and YWCA Greater Pittsburgh/Southwest Regional Key, Let's Move Pittsburgh, an invitation-only event, will be attended by more than 100 community leaders with the ability to impact area children.

“As childhood obesity rates climb and the health of our children declines, the need for real solutions in our local communities has never been more critical, and museums and public gardens like Phipps can play a vital role in this area,” says Richard Piacentini, executive director of Phipps. “With a shared goal to make our region among the healthiest in the nation for children to live, learn and grow, we at Let's Move Pittsburgh believe that by working together, we can make our mission a reality, while at the same time encouraging and raising the bar for others to do the same. When the conference ends, our initiatives as a collaborative will only have just begun as we carry on to make a difference in the years ahead.”

Broadening the scope from regional to national, [Feeding the Spirit](#)—a symposium of the American Public Gardens Association; Association of African American Museums; Association of Children's Museums; and the Center for the Future of Museums, an initiative of the American Association of Museums (AAM)—follows the Let's Move Pittsburgh conference on Oct. 13. Bringing together food and policy experts with U.S. museum and public garden leaders, this event aims to invoke the collective wisdom of attendees to produce a compendium of best practices, case studies and innovative ideas to empower more museums and gardens to tackle community food issues. Pittsburgh partners making this symposium possible include Phipps as event host and presenting sponsors, UPMC Health Plan and Sodexo.

Throughout the day, Feeding the Spirit will incorporate dynamic lectures and discussions with activities that provide a platform for attendees to share their experiences and ideas, helping to identify effective ways for museums and gardens to integrate food and food issues into their operations. The interactive and collaborative activities of Feeding the Spirit will be conducted by experts on food, nutrition and dietary science from both inside and outside of the museum and public garden fields. The keynote lecturer is renowned culinary historian Dr. Jessica B. Harris. A leading expert on the foodways of the African diaspora, Dr. Harris has shared her work with audiences around the world and at major museums, such as the American Museum of Natural History, the California Academy of Sciences and the Smithsonian Institution. This lecture, taking place at 5 p.m. on Oct. 13, is free and open to the public. Those interested in attending should RSVP to futureofmuseums@aam-us.org.

Additionally, a joint reception, serving as the closing of Let's Move Pittsburgh and the opening of Feeding Spirit, on the evening of Oct. 12 will bring participants of both events together to socialize, discuss common areas of opportunity and concern, and learn from one another. Attendees will also have the chance to take in the beauty of Phipps' 1893 Victorian glasshouse as it lights up at night to reveal the splendor of its gorgeous garden worlds. To learn more about the Let's Move Pittsburgh symposium and initiative, please visit www.letsmovepittsburgh.org. Registration for and more details on Feeding the Spirit can be found at www.futureofmuseums.org.

ABOUT PHIPPS

Built by Henry W. Phipps in 1893 at the height of Pittsburgh's industrial prowess, Phipps Conservatory and Botanical Gardens has evolved from the nation's first teaching conservatory to a distinguished eco-champion among America's 500 public gardens.

Phipps' mission is to inspire and educate visitors with the beauty and importance of plants; to advance sustainability and worldwide biodiversity through action and research; and to celebrate its historic glasshouse.

Phipps is open daily from 9:30 a.m.-5 p.m.; Fridays until 10 p.m. Adults, \$12; Seniors 62 and older and students with valid ID, \$11; children 2-18, \$9; children under 2, free.

For more information, call 412/622-6914 or visit phipps.conservatory.org.

[Follow us on Twitter](#)

[Become a fan on Facebook](#)

[Watch "The Evolving Green Story of Phipps" on YouTube](#)

###