

## Walk On! gets kids moving



Paradise Valley Unified School District fifth graders took a ceremonial walk to launch their participation in the Walk On! challenge. Photo courtesy of Blue Cross Blue Shield of Arizona.

program brochure, all packaged in a trendy cinch-sack. Ten lucky students who successfully completed the challenge will win iPod® nanos. The school with the highest percentage of successful participants will receive a \$2,500 grant to support a fitness-oriented field trip or activity. 602-864-5236, 800-528-0716 x5236 or [azblue.com](http://azblue.com).

Officially, the winners of a recent Walk On! challenge sponsored by Blue Cross Blue Shield of Arizona (BCBSAZ) will be announced this month. But each of the nearly 20,000 fifth-grade students statewide who attempted to walk 10,000 steps per day during the month of February already has won the most important reward: better health and fitness.

Arizona's largest health insurance company came up with the Walk On! promotion to encourage kids to be more active, according to Richard Boals, BCBSAZ president and CEO. "We are committed to finding creative ways to tackle important health issues such as the growing rate of childhood obesity. One of the first steps to **good health** is physical activity."

Participating students were provided with free "tool kits" that included a pedometer, tracking guide and

## Mrs. B's musical night-time routine

It never fails. It's bedtime and your little one suddenly needs a drink, has to find a toy, is hungry ... the list goes on and on. **Valley children's entertainer**

Carri Blake-Brekke, aka Mrs. B, has recorded a new CD she hopes will have children will be begging to go to bed. *Bedtime with Mrs. B!* begins with whimsical, upbeat songs like "Gotta Go To Bed" and "I'm Not Tired," followed by less-stimulating songs that give children time to settle down and get any comfort items they need. The final song is soothing, new-age-sounding piece called "Dream," for which Mrs. B's own mom, Marilyn West, provided vocals.

Blake-Brekke tours bookstores, schools, shopping malls, businesses and libraries across the country and is preparing for her second tour overseas. Other CDs include *Rockin' and Rollin' with Mrs. B!* and *Getting Older and All Gressed Out with Mrs. B.* Her CDs retail for \$15.95 at [mrsbstorytime.com](http://mrsbstorytime.com).



## medibag™ earns "best products" award

Every home needs a good first-aid kit. The one created by Phoenix-based me4kidz™ took recent honors as one of iParenting.com's "Best Products of 2006."

The company's medibag™ features a quick-action first-aid flip chart, an instructional CD on safety proofing the home, children's first-aid products with a "sting free" approach and information on **CPR and first-aid** training.

"We are excited to be honored with this award," say Pete and Richelle Nassos of Phoenix, owners and founders of me4kidz™. "It gives our commitment to education and safety awareness the stamp of approval." iParenting.com is a network of more than 40 websites devoted to the family lifecycle, from preconception through the teenage years.

The medibag™ retails for \$29.95 and me4kidz™ donates a portion of every sale to various community non-profits, including the United Phoenix Fire Fighters SaveRKids program. [me4kids.com](http://me4kids.com).

