



**#MoveTogetherKC**

## Sample Press Release/Blog Messaging

FOR IMMEDIATE RELEASE

### **Kansas City Healthy Lifestyles Collaborative Launches Move Together KC Campaign to Promote Health and Physical Activity in Kansas City**

Kansas City, [Date] — Move Together KC, a campaign to inspire and promote a culture of physical movement for every body in the Kansas City region, has officially launched.

Powered by The Kansas City Physical Activity Plan, a comprehensive and evidence-based set of strategies to increase physical activity, Move Together KC is a collective effort to elevate the well-being of our community. With reach extending to Jackson, Clay, Cass, and Platte Counties in Missouri, and across Wyandotte and Johnson Counties in Kansas, the campaign is a collective effort to make our region a more vibrant and healthy place to live for individuals of all ages, backgrounds, and abilities.

The foundation of Move Together KC lies in collaboration. Bringing together a diverse network of community organizations, the campaign is supported by dedicated Sector Work Groups. These sectors represent key areas influencing physical activity and include: Schools, Early Childhood, Infrastructure, Parks and Recreation, Faith-Based Settings, Healthcare, Sports, Public Health, Media and Communications, and Business and Industry.

Each sector contributes to the overarching goal of Move Together KC, aligning with the campaign's guiding principles:

- Equitable access to safe places for physical activity
- Evidence-based approaches
- Community-informed strategies
- Systems-wide policy and environmental change

The Kansas City Healthy Lifestyles Collaborative, a program of Children's Mercy, serves as the backbone organization for Move Together KC and the KC Physical Activity Plan, aligning community initiatives and partners to support in the effort to promote healthy lifestyles in Kansas City.

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Core members supporting Move Together KC include BikeWalkKC, Calvary Community Outreach Network, Children's Mercy, Harvesters, Health Resources and Services Administration (HRSA), Johnson County Parks and Recreation, Kansas City Star, KCMO Parks and Recreation, KC United, Midwest Dairy, UMKC Health Equity Institute, UMB, ShareWaves Foundation, and the Office of the Assistant Secretary for Health (OASH).

"We are thrilled to launch Move Together KC, a campaign that embodies the spirit of collaboration and inclusivity," said [Spokesperson], [Title] of [Organization]. "By uniting our community organizations, we aim to create a vibrant and healthy environment for everyone in the Kansas City region." *[To be removed or replaced with a quote from a KCPA spokesperson]*

For organizations or individuals interested in learning more about the Move Together KC campaign and how they can get involved, visit [MoveTogetherKC.org](http://MoveTogetherKC.org)

Connect with #MoveTogetherKC on social media @MoveTogetherKC for updates and collaborative opportunities.

#### About Move Together KC

Move Together KC is a campaign to inspire and promote a culture of physical movement for every body in the Kansas City region. Powered by The Kansas City Physical Activity Plan and supported by a diverse coalition of community organizations, Move Together KC seeks to create a culture of physical movement that is inclusive and accessible to all. Learn more at [kcphysicalactivityplan.org](http://kcphysicalactivityplan.org) or on social media @MoveTogetherKC.

For media inquiries, please contact:

The Kansas City Healthy Lifestyles Collaborative  
[kchlc@cmh.edu](mailto:kchlc@cmh.edu)

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### **[Organization Name] Joins Move Together KC Campaign to Inspire Physical Activity and Health in Kansas City**

Kansas City, [Date] — [Organization Name], a community organization dedicated to [brief description of organization's mission and focus], proudly announces its active participation in the Move Together KC campaign. This community-wide initiative, powered by The Kansas City Healthy Lifestyles Collaborative, aims to inspire and promote a culture of physical movement for every body in the Kansas City region.

The campaign is guided by The Kansas City Physical Activity Plan, a comprehensive set of evidence-based strategies to increase rates of physical activity. The KCPA Plan draws from local research, community recommendations on physical activity, and national physical activity reports, including the National Physical Activity Plan and the United States Report Card on Physical Activity for Children and Youth.

As a member of Move Together KC, [Organization Name] is actively contributing to the campaign's success by [briefly describe the organization's role, such as developing strategies, providing resources, or leading initiatives within a specific sector].

[Organization Name] recognizes the significance of Move Together KC in promoting healthier lifestyles for all Kansas Citians and fostering collaboration among community organizations throughout our region. [Include a quote from Organization Leadership about excitement/reason for involvement].

Join us in making a difference! We invite other local organizations, businesses, and residents to get moving together in support of Move Together KC. Whether you are a business owner, organization leader, or individual, your participation is needed to help improve the health and well-being of our community. Let's Move Together KC!

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About Move Together KC

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For media inquiries, please contact:

The Kansas City Healthy Lifestyles Collaborative  
[kchlc@cmh.edu](mailto:kchlc@cmh.edu)

About [Organization Name]

[Organization boilerplate].

For media inquiries, please contact:

[Media Contact Name]

[Title]

[Organization]

[Email]

[Phone]

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