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FOR IMMEDIATE RELEASE
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“Pull Your Weight” Campaign Kicks Off July 6 – PVH First To Host Little Red Wagon

Fort Collins, CO – Hundreds of Larimer County youth will have more of what they need to be healthy and happy because Poudre Valley Hospital (PVH) is going to “pull its weight.”

The “Pull Your Weight” Campaign is a new effort of Larimer’s Promise. The campaign’s focus is on assisting local youth-serving agencies meet the needs of the youth they serve. Each month an area business will be given the opportunity to support an agency by hosting the Little Red Wagon, and asking its employees and patrons to place in the wagon donated items specifically needed by the featured agency.

Board Representation

*Boys & Girls Clubs of
Larimer County*

The Boys & Girls Clubs of Larimer County (BGC) will be the first agency to provide a “Wish List” of needed items and therefore be the first donation recipients. PVH will be the first host of the wagon, which was donated by the Wal-Mart Super Center in Fort Collins.

City of Fort Collins

“It is PVH’s pleasure to assist the Boys & Girls Clubs obtain the items they need for their day-to-day activities,” said Ruth Lytle-Barnaby, executive director of the Poudre Valley Hospital Foundation. “PVH employees have always been known for their generosity and I’m confident that we’ll rise to the occasion and help with gifts for the kids in our community.”

Colorado State University

District Attorney’s Office

Enck Resources

“I am just thrilled that we’re a part of the Pull Your Weight campaign because it will increase awareness that the Boys & Girls Clubs exist in our community and it will give people an opportunity to help kids by donating things we need – from craft supplies to their time, talents and treasures,” said Kathi Wright, BGC executive director.

FirstCall 211

*Health District of
Northern Larimer County*

The Little Red Wagon and the Boys & Girls Clubs wish list will be stationed at the PVH Foundation and Community Health Office at 1029 Luke Street throughout the month of July. It also will be in the PVH cafeteria from 11 a.m. to 1 p.m. Monday, July 12, through Friday, July 16.

McKee Medical Center

With Larimer’s Promise acting as a catalyst, “Pull Your Weight” urges public, private and nonprofit organizations to combine their talents and resources to improve the lives of our youngest residents. The campaign is a community call for caring adults to volunteer to do their part for those in need.

Poudre School District

Poudre Valley Health System

Larimer’s Promise is a county-wide effort coordinated by the Healthier Communities Coalition of Larimer County (HCC).

Thompson School District

*Wingshadow Inc.
Eagle Homes*

For more information about Larimer’s Promise, please visit www.healthylarimer.org and click on the Little Red Wagon located on the homepage. To volunteer to host the Little Red Wagon, contact Kim Sharpe, HCC coordinator, at 970-495-7503 or krs4@pvhs.org.

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The Healthier Communities Coalition of Larimer County is an alliance of nonprofit, education, health, business, government and citizen leaders who collaboratively identify, develop and implement strategies to improve the health and well-being of county residents. Established in 1994 and located in Fort Collins, Colorado, HCC’s special focus since 2002 has been on improving the lives of our youth.