

121 W. Broadway St.  
Prosper, TX 75078



# NEWS RELEASE

---

FOR IMMEDIATE RELEASE

February 14, 2017

Media Contact: Celso Martinez, 972-623-8836

## Community effort needed for victory in health competition *Mayor declares we're 'in it to win it'*

PROSPER (February 14, 2017) The battle is on! Prosper is competing in the 2017 IT'S TIME TEXAS Community Challenge (ITTCC). This annual competition is designed to find and recognize those Texas communities that demonstrate the healthiest lifestyles in the state. Prosper is the defending champion in the Small Communities category, and hopes are high for a Prosper repeat.

Members of the Prosper Town Council, Mayor Ray Smith and Prosper ISD Superintendent Drew Watkins have enthusiastically endorsed the Community Challenge and shown support by taking pledges and documenting activities on the Challenge website. Pledge points can be awarded to school personnel, businesses and non-profit organizations after individuals within these groups register on their own.

Everyone in the Prosper community can earn crucial points easily for Team Prosper. A quick visit to register on the website, [www.ITTCommunityChallenge.com](http://www.ITTCommunityChallenge.com), earns 1,000 points. Numerous ways to continue to earn points through healthy eating and fitness are shown on the site.

The Challenge video, featuring Mayor Smith and Dr. Watkins showcasing the merits of a healthy lifestyle, has garnered nearly 2,000 views on the Town of Prosper, Parks and Recreation Facebook page. "We hope everyone in the community will join the Town's leaders and support Team Prosper by registering and continuing to document their healthy choices on the website," said Julie Shivers, Recreation Coordinator. "I agree with the Mayor, that, we are 'in it to win it' and we need the community's help to do so," she added.

Winners of the ITTCC receive statewide recognition, an impressive trophy, and, of course, bragging rights for another year. If Prosper retains the title as Healthiest Small Community in Texas, the Prosper ISD school earning the most Challenge points will receive \$1,800 in prize money.

Points may be earned up until midnight Friday, March 31. Individuals who are interested in learning more about the Community Challenge or are interested in hosting a fitness-focused Community Event for Challenge points, may contact Julie at [julie\\_shivers@prospertx.gov](mailto:julie_shivers@prospertx.gov).

###

**ABOUT THE TOWN OF PROSPER** – The Town of Prosper is a fast-growing suburb with small town charm, located 30 miles north of Dallas at the crossroads of U.S. 380, Preston Road and the Dallas North Tollway in Collin and Denton Counties. Prosper sits on 27 square miles and is home to more than 17,800 people. A home-rule municipality, governed by a council-manager form of government, the town has full-time fire and police departments, including its own dispatch service. As the Town grows to its projected build-out population of 70,000 residents, Prosper's vision is to remain a "Place Where Everyone Matters."