



GENERAL WELLNESS

HEALTHIER 901 FEST IS FREE, FAMILY-FRIENDLY FUN FOR ALL AGES

By *Your Health Staff*

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Calling all Mid-Southerners! Are you ready for a bigger, bolder, better, good time at this year's [Healthier 901 Fest](#)?

Back by popular demand, our second annual **Healthier 901 Fest is a free, family-friendly event** designed to end your summer on an energizing, awe-inspiring and action-packed note. Join community members from across the Mid-South on **Saturday, Aug. 31, from 10 a.m. to 2 p.m. at Shelby Farms Park** to help us commemorate a year of wellness wins through Healthier 901.

Join the Celebration: A Year of Wellness Wins

Since launching the [Healthier 901 movement](#) last fall, we've hit some major milestones—including over **7,000 Healthier 901 members and more than 531 million steps taken toward a better quality of life**—and we can't wait to celebrate a year of shared success with more fun-filled activities than ever before!

Check out our **top 9(0)1-derful reasons to join in the fun** at this year's Healthier 901 Fest:

1. Fun for All Ages, Absolutely Free

Are you looking for something your whole family can do for free on a summer Saturday? Check. Want that event to include complimentary games, prizes, DJ music, cooking demos, guest speakers, kid-friendly activities, health screenings and other featured favorites to celebrate the power of community? Also, check. [That's Healthier 901 Fest for you!](#)

2. Surprise Sponsor Giveaways

Did you really think we'd host an awesome party in the park and forget to throw in prizes (and surprises)? We would never. While we can't spill *all* our secrets just yet, you can anticipate great giveaways and prizes from Healthier 901 Fest sponsors Cigna Healthcare, Nike, Kroger, the YMCA and WMC Action News 5.

3. Health Screenings for a Healthier You

Through the generosity of Cigna Healthcare, attendees ages 18 and older can enjoy complimentary health screenings.

Pro tip: A free health screening is an awesome way to [know your numbers](#) and find out where you currently stand on the road to good health. Screening availability is limited, so arrive early to secure your spot!

4. Cooking Demos with Local Celebrity Chefs

Learn how to make flavorful dishes designed to fuel your well-being *and* delight your tastebuds. As an added bonus, look for guest appearances from some of Memphis' favorite celebrity chefs!

5. DJ Dance Party to Get You Moving

It's never too early to let the beat drop—and our Healthier 901 Fest DJ will keep the party going with feel-good tunes until the clock strikes 2 p.m.!

6. Healthy Food Trucks to Fuel Your Day

Need we say more? Snag a yummy snack or power up with a mouthwatering meal from a selection of locally owned, health-inspired food trucks.

7. Find Your Fit Zone: Explore Wellness Options (*new in 2024!*)

Meet your health and wellness match in our newly added "Find Your Fit" Zone, where attendees can browse a wide selection of wellness-focused organizations from across the community.

Pro tip: Think beyond gym memberships to walking clubs, healthy food vendors, amateur adult sports leagues and more.

8. Low-impact Activity Options for All

From pickleball and yoga to energizing group exercises, Healthier 901 Fest will have built-in opportunities to move it and groove it no matter your age, skill level or fitness ability.

9. Le Bonheur Family Zone

Did we save the best for last? Maybe. This year's Healthier 901 Fest Le Bonheur Family Zone features complimentary face painting, roller skating, bungee trampolines, a rock wall and a ninja tower for climbing escapades and more fun activities planned for kids of all ages. Come one, come all!



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Empowering a Healthier Community

Healthier 901 is all about giving our community a new lease on life through health and wellness habits—from the foods we eat to the quality of sleep we get, how we manage our stress, and the steps we take (literally and figuratively!) toward longevity and personal well-being.

So mark your calendar for Saturday, Aug. 31, from 10 a.m. to 2 p.m. at Shelby Farms Park, and end your summer with a smile and a host of fun surprises at [Healthier 901 Fest 2024!](#)

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