



PRESS RELEASE

REBECCA KOCH
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The Party of LIFE Back-to-School Community Block Party Press Release

Life University Party of LIFE Back-to-School Community Block Party

DETAILS

Date: August 2 (Saturday)

Time: 11:00 a.m.-1:00 p.m.

Location: Life University

Lyceum Park and Standard Process Amphitheater

(Rain Location: LIFE Main Gym)

1269 Barclay Circle, Marietta, GA 30060

Free admission for: Community, youth, families

Free Food, Prizes and Entertainment: There will be music, informational sessions, giveaways, bounce house, giant slide, face painting and balloon art. Guests will also be treated to such cookout favorites as hamburgers, veggie burgers and hot dogs. Participants will be eligible for giveaways and drawings with prizes of gift cards, backpacks, iPads, pedometers, scientific calculators, stylus pens, water bottles, t-shirts and school supplies, while supplies last.

Exhibits and Displays:

The various graduate/undergraduate/chiropractic exhibits planned will reflect LIFE's focus on maximizing health through:

- 1) Good Nutrition (identifying and preparing nutrient rich foods)
- 2) Benefits of Exercise/Sport Health (best practices in physical activity)
- 3) Positive Psychology (activities supporting emotional health and flourishing)
- 4) Positive Business (observing ethical, sustainable practices)
- 5) Exercise Science/Chiropractic (demonstrations of proper backpack loading and carrying, along with backpack giveaways)

Contact: PartyofLIFE@LIFE.edu

OVERVIEW:

The Party of LIFE Back-to-School Community Block Party is a community outreach



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event designed to provide local families with ways to holistically support the healthy development of our community's children – mind, body, and spirit – and familiarize them with LIFE's unique vital health philosophy and program offerings.

The vital health approach takes the view that health is the full expression of each individual's potential. Experts from LIFE's Master's and Bachelor's programs (Nutrition, Exercise/Sport Health Science, Athletic Training and Positive Psychology), as well as its Doctor of Chiropractic program, will provide a wealth of useful information and demonstrations that will help families make the most of the coming school year as the next step in their children's ability to realize more of their full potential.

Participating families will find such valuable research-based information as:

- Ideas and recipes for nutritionally rich snacks and packable lunches
- Activities that promote gratitude, empathy, positivity, and compassion
- Activities that promote optimal human performance
- Instruction on the proper packing and wearing of school backpacks

Community Outreach

The guiding principle of Lasting Purpose is: To Give, To Do, To Love, To Serve - Out of a Sense of Abundance.

At Life University, we believe that a willingness and desire to serve your community and your fellow man are just as important as academic pursuits. This attitude stems from the recognition that each individual has been given certain gifts, and as a citizen in the world community, it is your duty to give, serve, love and do out of your own abundance. This is not only expected from our students, but also from our faculty and staff.

About Life University

Founded in Marietta, Georgia in 1974, Life University is a health sciences institution most known for its chiropractic program, the largest in the world. Life University is regionally accredited by the Southern Association of Colleges and Schools (SACS) to award four-year undergraduate and graduate degrees in a variety of health care, science, business and general studies fields, and also has programmatic accreditation through the Council on Chiropractic Education (CCE) and the Accreditation Council for Education in Nutrition and Dietetics (ACEND). The mission of Life University is to empower students with the education, skills and values necessary for career success and life fulfillment, based on a vitalistic philosophy.



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Degree Programs

- Associate Degrees: Computer Information Management and Coaching Psychology
- Bachelor's Degrees: Biology, Biopsychology, Business Administration, Computer Information Management, Dietetics, Exercise Science, General Studies, Health Coaching, Nutrition, Psychology
- Master's Degrees: Clinical Nutrition, Sport Health Science, Athletic Training, and Positive Psychology (new for Fall Quarter, 2014)
- Doctoral Degree: Chiropractic

Honors & Distinctions

- World's largest chiropractic college
- Consistently outpaces U.S. averages on National Board scores
- Ranked #5 in the nation for "Affordable Private School Tuition" by US News and World Report
- Ranked #6 "Fastest Growing, Private, Non-Profit Master's-level Institution in the United States" by the Chronicle of Higher Education
- Ranked among Top 40 "Degree-Producing Universities for Minority Students" by Diversity Issues in Education
- Founding member, Leadership Circle for the American College and University Presidents' Climate Commitment (ACUPCC)
- Nationally ranked intercollegiate basketball, rugby and wrestling teams

Values

- Lasting Purpose
- Philosophy of Vitalism
- Eight Core Proficiencies
- Wellness Portfolio