Capital BlueCross News and Journal

Jump with Jill set to rock with Capital BlueCross

Live Fearless campaign takes center stage in Central Pennsylvania with nationally acclaimed rock & roll nutrition show



Jump with Jill!

In support of the Live Fearless campaign, the rock & roll nutrition show Jump with Jill is heading to five elementary schools across the Capital BlueCross footprint. From February 4 – 6, 2019, the ***Jump with Jill Live Tour Presented by Capital BlueCross*** will rock Chambersburg Area School District, Bethlehem Area School District, and Allentown School District. The show will illustrate the power of prevention through award-winning music about healthy eating and exercise.

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Created by a Registered Dietitian and musician, *Jump with Jill* has been performed 3,500 times in six countries for over a million kids. The nationally touring show transforms nutrition education into a full-scale rock concert covering enjoying fruits and vegetables, excising to make the Beat of the Body, getting goin’ with breakfast, drinking water, and representing with calcium for strong bones, just to name a few.

“Even a child can tell you to eat your vegetables and drink more water. *Jump with Jill* helps close the gap between what people know and what people do by making an overwhelmingly compelling experience that will help kids prioritize the healthy choice over the unhealthy one,” said *Jump with Jill* creator Jill Jayne, MS, RD. “We think it’s so important, we sing and dance about it.”

Shows are closed to the public, but media are encouraged to cover the live events and interview the cast of *Jump with Jill* onsite before or after the show.

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