



## Media Release

**FOR IMMEDIATE RELEASE**

### **Extension Launches New Nutrition Website**

AUBURN, Ala. – The [Alabama Cooperative Extension System](#) recently launched a new website in conjunction with its Supplemental Nutrition Assistance Program – Education (SNAP-Ed) social media initiative, Live Well Alabama. The social media initiative launched in early 2017 to better reach residents across the state with research-based nutrition and physical activity education.

### **Live Well Alabama**

"The Live Well Alabama initiative has been a goal of Alabama SNAP-Ed for a long time," said Dr. Barbara Struempfer, director of Alabama Extension nutrition programs. "The new website showcases our program's uniqueness to provide opportunities to reach and educate Alabamians across the state."

The new website includes articles about nutrition efforts in schools, featuring the Alabama SNAP-Ed Body Quest: Food of the Warrior program; community outreach efforts in emergency food assistance; healthier retail; farmers markets and gardens; and additional health publications and educational resources by Alabama Extension.

"Live Well Alabama is an initiative that assists communities improve personal health, reduce public and personal health costs, increase low impact exercise opportunities and improve quality of life," said Dr. Gary Lemme, director of Alabama Extension.

### **SNAP-Ed**

SNAP-Ed targets food assistance participants and others with limited resources in all Alabama counties. Improving dietary and physical activity behaviors of individuals and families, and building partnerships to improve the health of communities are among key Live Well Alabama efforts.

Visit the Live Well Alabama website at [livewell.aces.edu](http://livewell.aces.edu). To follow the social media initiative, visit [facebook.com/livewellalabama](https://facebook.com/livewellalabama), [twitter.com/livewellalabama](https://twitter.com/livewellalabama) and [pinterest.com/livewellalabama](https://pinterest.com/livewellalabama).

**Contact:** Brittny Kimber, Extension Communications and Marketing Specialist  
Alabama Cooperative Extension System  
334.844.4470  
[bad0010@aces.edu](mailto:bad0010@aces.edu)