



Jackson Public Schools, Jackson, Mississippi

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## News Room Archives



### OrganWise Guys Make Debut at Marshall Elementary

September 27 2010



Sid and Kid, the Kidney Brothers visited students and special guests at Marshall Elementary during two assemblies held on September 23. The audience learned about good health habits that help prevent childhood obesity. Through a multimedia, interactive presentation the Kidney Brothers and OrganWise Guys organizer Dr. Michelle Lombardo delivered their message about what it takes to be healthy.

The OrganWise Guys are a cast of engaging characters shaped like human organs designed to engage preschool and elementary school children. They deliver empowering, science-based messages that explain the impact of poor food choices and lifestyle habits on each organ. The full cast of characters include Hardy Heart; Sir Rebrum (the brain); Sid and Kid Kidney; Peri Stolic (the large intestine); Pepto (the stomach); Madame Muscle; Windy (the lungs); Calci M. Bone and more. The fun characters cleverly personify the major organs of the body and share positive nutrition and physical activity messages.

The OrganWise Guys (OWG) and their "food of the month club" are part of a multi-media, interactive, national award-winning curricular program that will be used in all of Jackson's 39 elementary schools this year in grades K-5 reaching approximately 19,500 students. This program, funded by the WK Kellogg Foundation, is a follow up to First Lady Michelle Obama's kickoff of her national *Let's Move!* campaign in Jackson, that highlighted the need for innovation and collaboration in moving the needle on this crisis.

#### Photo Gallery: OrganWise Guys Visit Marshall Elementary

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