

Hy-Vee partners with Harrison Barnes to promote health and fitness

Written by Ruth Comer

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The NBA star will make appearances in stores and at events such as the Hy-Vee Triathlon and Hy-Vee IronKids Midwest Series races

WEST DES MOINES, IA – Hy-Vee, Inc. has teamed up with Iowa native and NBA rookie sensation Harrison Barnes to encourage kids throughout the Midwest to improve their health and fitness.

Barnes, who started this past season for the Golden State Warriors, will make appearances in Hy-Vee stores and at events such as the Hy-Vee Triathlon and Hy-Vee IronKids youth triathlons. He also will encourage participation in sports and fitness activities and will use social media to share messages about the importance of training, perseverance and goal-setting.

Donna Tweeten, vice president of marketing and brand image for Hy-Vee, said Barnes embodies the values that lie at the heart of Hy-Vee's commitment to healthy, active lifestyles.

“We’ve had the privilege of watching Harrison Barnes grow up here in Iowa and go on to succeed at the highest level of his sport,” Tweeten said. “We’re proud not only of the things he’s accomplished, but also the way in which he’s accomplished them – through discipline, drive and determination to be the best he can be. He’s a role model who will inspire both kids and adults to achieve their own health and fitness goals.”

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“I’ve been shopping at Hy-Vee for as long as I can remember,” Barnes said. “It’s an honor to come home and partner with them on such an important issue as health and fitness for children.”

Barnes will be in Iowa on May 31 and June 1 to sign autographs at Hy-Vee stores and promote the upcoming Hy-Vee IronKids Midwest Series of 20 youth triathlons being held this summer throughout Hy-Vee’s eight-state region. He will appear at the Hy-Vee in Urbandale on Friday, May 31 from 4-6 p.m. and at the Hy-Vee at 640 Lincoln Way in his hometown of Ames on Saturday, June 1 from noon to 2 p.m.

Barnes plans to return to Des Moines on Labor Day weekend to greet participants and fans at the Hy-Vee IronKids U.S. Championship and the Hy-Vee Triathlon 5150 U.S. Championship at Gray’s Lake. Arrangements are in the works to film a video message from Barnes that will appear on Hy-Vee’s website, and Barnes will reach out on behalf of Hy-Vee to more than 120,000 followers on Twitter.

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Hy-Vee, Inc. is an employee-owned corporation operating 233 retail stores in eight Midwestern states. For FY 2012 the company recorded total sales of \$7.7 billion, ranking it among the top 25 supermarket chains and the top 50 private companies in the United States. For more information, visit the company’s website at www.hy-vee.com

Harrison Barnes was born and raised in Ames and was the nation’s No. 1 basketball recruit coming out of high school. He attended the University of North Carolina for two years and was an All-American during his final season. He recently completed his rookie season as the starting small forward for the Golden State Warriors. The Warriors reached the Western Conference Semi-Finals and Harrison finished the playoffs averaging 16 points and six rebounds per game. He was named to the NBA All-Rookie First Team and the Team USA National Select Team.