



**FOR IMMEDIATE RELEASE**

Contact: Shirley Sakaye, DOH, 907-269-4996, [Shirley.Sakaye@alaska.gov](mailto:Shirley.Sakaye@alaska.gov)

**Alaska Department of Health Launches "Healthy Is" Campaign and Statewide Coloring Contest**

**September 11, 2025, ANCHORAGE, AK** — The Alaska Department of Health is inviting Alaskans of all ages to celebrate healthy living through its new "Healthy Is" campaign and a statewide coloring contest.

The campaign highlights the many ways health can be part of daily life—whether staying active outdoors, enjoying nutritious foods, building strong friendships, or caring for mental well-being.

"Healthy Is" encourages Alaskans to share their own perspectives on what being healthy means, recognizing that health can take many forms. To inspire creativity and spark conversation, the department is hosting a coloring contest for children and youth across the state.

**Contest Details:**

- **Who Can Enter:** Alaskan youth ages 3 and up
- **Deadline:** 4:00 P.M. October 10, 2025
- **How to Enter:** Download the coloring sheet from [this link](#) and [submit entries online](#) or by mail.
- **Prizes:** In addition to a \$20 Amazon gift card, winners in each age category will have their designs made into bookmarks which will be sent to their class and be available for download on the website.

This contest also marks the official launch of Hope the Husky, the department's new mascot who stars in the upcoming children's activity book, *Wild About Wellness with Hope the Husky and Friends*. The book, complete with crayons and colored pencils, is designed to encourage healthy choices in a fun, Alaska-themed way. It will be available at the end of the year.

“Health looks different for each of us, but it’s something we all have the power to shape in our daily lives,” said Commissioner Hedberg. “Through the Healthy Is campaign and Hope the Husky, we’re encouraging Alaskans, especially our kids, to see that making healthy choices can be both fun and meaningful.”

The campaign will be ongoing and feature stories, tips, and activities that encourage healthy habits year-round.

More information about the **"Healthy Is"** campaign, can be found at <https://health.alaska.gov/en/education/connections-for-kids/>

# # #