

For the mind, body and soul

By Mike DeCinti

Have you ever had someone tell you the same thing over and over? You know what they're saying and you know that they know you know what they're saying, but they continue to say it. Well there's a term for that, and it's called "*ad nauseam*."

Ad nauseam is a Latin term used to describe something that has been continuing, "to the point of nausea." Modern politics is filled with examples of *ad nauseam*, and wide acceptance of many policies is driven in part by the endless repetition of ideas. And it's the same with advertising. Have you ever wondered why you picked up that particular brand of laundry detergent? Does it cost less? Does it clean better? Or is it because its stupid slogan is stuck in your head? "Ancient Chinese secret, huh?"

So obviously the concept of "*ad nauseam*" works. If you hear something over and over again, even to the point of nausea, chances are it will have an influence on you. With that said...have you heard about the 2006 Chevy to the Levee?

The Chevy to the Levee is an all-day FREE "family-friendly" Festival at Luther Britt Park in Lumberton on Sunday, October 8th from Noon to 5:00pm.

Now for those of you who have been faithfully reading my articles, you know that I usually discuss issues related to living a healthy life. Whether it's my plea for smokers to quit or for people to start eating right and exercising, I hope you can always count on me to deliver some straightforward, common sense health information. So why am I writing about The Chevy to the Levee? Two reasons. One, I'm lucky enough to serve as the President of the Robeson Road Runners, and two The Chevy is *good for your health*. In fact, it's good for both your physical and mental health.

We all know how important it is to get a little exercise in our life, but we can't forget about getting some fun in our lives as well. Spending a day in the park enjoying the outdoors and gorgeous scenery with your family, watching the kids play, eating some delicious food and listening to great music. What could be better for your mental health than that?

For the kids, there is an extensive Kidz Zone with a rock climbing wall, inflatable slide, obstacle course, paddle boats, hay rides, face painting, games and kid-friendly activities. For the adults, there are plenty of arts and craft vendors, lake activities, food and a live concert on the main stage. For those seeking a little challenge, this year's Chevy will have canoe races for anyone interested in some water activities.

If you want to add a little exercise to your mental activities, everyone is welcome to participate in the Family Fun Mile. You can walk, run, jog or skip through Luther Britt Park's trails while getting a little exercise, and all participants who finish will receive a medal. Of course don't forget The Chevy to the Levee 5k. It's a 3.1 mile racecourse weaved in and out of the trails at the park and around its two lakes. So whether it's your first 5k, or you're a veteran, you'll never find a prettier setting to get a little movement in your life.

And by the way, all of that stuff I just mentioned...It's FREE! The only thing that costs

any money is the 5k, but your entry fee gets you a goody-bag filled with free stuff, a Chevy to the Levee t-shirt and the rest goes to the Robeson House as a donation. So you're getting a little exercise for the soul too. Mind, body and soul? It's a trifecta.

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