

Christy Swaid

Chief Executive Officer & Founder

CONTACT



Birmingham, AL



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RECOGNITION

UAB School of Public Health,
Outstanding Woman in the
Community
2017

Yellowhammer Woman of Impact
2018

Non-profit of the Year, finalist
Birmingham Business Journal
2018

Nick's Kids Grant Award
2018-2020

Accomplished World Class Athlete

- 6-time World Champion, Professional Jet Ski Racing
- Winningest female in the history of professional Jet Ski Racing
- Standing World record holder in Pro Women's Slalom
- Inductee of the International Personal Watercraft Hall of Fame
- Won extreme sports competitions in the U.S., Japan, Europe, and South Africa
- Recognized as "One of the Fittest Women in America" by *Competitor Magazine* (2000) and *Muscle and Fitness* (2001)
- Alabama Sports Foundation, keynote speaker, 2018

Advocacy & Media

- Volunteer, United States Coast Guard Auxiliary 2005-2002
- "Good Will Ambassador for Boating Safety", USCGAUX National Staff
- Member, Screen Actors Guild
- Contributions and appearances on Fox Sports Net, Outdoor Channel, and episodes of *Baywatch*

Champion for Children – Preventative Healthcare

- Founder/Chief Executive of HEAL, Inc.
HEAL – Healthy Eating Active Living
An Alabama-based organization dedicated to promoting health and wellness. Missional impact to over 170 schools, 300 teachers, 42,000 students, and over 110,000 household members
- Childcare Resources Children's Advocate Award, 2012
- Alabama State Association for Health, Physical Education, Recreation and Dance, "Angie Nazaretian Lay Leader Award", 2014
- SHAPE America, Southern District, "Clyde Partin Service Award", 2015
- UAB Outstanding Woman in the Community, UAB

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Appointments

United State Coast Guard
Auxiliary National Staff
1998-2002

Alabama Campaign for Grade-
Level Reading Executive
Committee
2019-2021

Alabama Executive STEM
Council
2020-2021

UAB, LiveHealthSmart,
Physical Activity Committee
Co-Chair
2023

Catalyst for Student Learning

- HEAL Day – a statewide initiative to create awareness of the connection between health, academic performance, and literacy. Inaugural program (2019) declared by Governor Ivey. 2019-2021
- Alabama Campaign for Grade-Level Reading, Executive Committee. Appointed by Governor Ivey, 2019- 2021.
- Alabama Science Technology Engineering Math (STEM), Executive Committee. Appointed by Governor Ivey, 2020, 2021.
- Children’s Literature, Author
 - “The Ultimate Treasure Hunt”—Read Aloud and Activity Book to promote health and literacy, 2019.
 - “ABC’s the HEAL Way”—incorporates multiple emergent reading skills and health behaviors. —2021.
 - “ABC’s the HEAL Way” song and dance, merges learning with enjoyable exercise —2021.
- Partnership with Faulkner University – collaborative effort with Department of Kinesiology & Exercise Science and the College of Health Sciences. Curriculum and course design for higher education and professional development.
- Additional educational partnerships with UAB, Samford University, Jefferson State Community College, and Harding University

