

# Staying on target with health and fitness is now much easier



by Carly Travis

When I think of Target, a few things come to mind: discounted, crunchy soy-nut butter; a plethora of smelly laundry detergents; electronics that all (pretty much) do the same thing as my iPhone; the pajama section.

What doesn't come to mind is health and fitness.

As someone who is obsessed with all things wellness related, I find it worthwhile to keep up to date on the latest trends. I may not try everything (oil pulling sounds unnecessary and, sorry, a vegan diet is out of the question), but I do like to be in the know.

If you've gone into Target and wondered where all the cash-register-adjacent Pizza Hut's went, you'll find they've been replaced with Freshii.

I heard about Freshii two years ago, that it was "like a healthy fast-food place" and that they're "popping up everywhere." An overview of the franchise looks like this: to provide fresh and nutrient dense meals that energize people on the go. Combine that with clean Ikea furnishings, bright green flora covering the walls, and impeccable marketing, and you have a new health-food spot that doesn't cost as much as Whole Foods. Side note: quinoa, which most of their meals consist of, makes me a bit queasy, hence, I still prefer Whole Foods.

Target, who may or may not like quinoa, does like Freshii. So far, the health giant has only taken over Pizza Hut's corner in Illinois, but I have a feeling the trend will persist. Eating healthy, in any



Freshii is newly located in select Target stores across Illinois | freshii.com

capacity, most Americans' minds. The fact that Target is making it so readily available is a step in the right direction.

But the Fortune 500 company won't stop there. Over the last several years, consumers have seen an amazing shift in the fashion world.

Designers have ditched their sartorial docks in New York, London, Italy, and Paris to temporarily make the rather smooth transition into stores like H&M, JCPenny, Macy's, and Target to name a few. Clothing is usually the focus (see H&M and Balmain, JCPenny and Charlotte Ronson, Macy's and Giambattista Valli) but Target has also broken the boundaries for home goods, collaborating with interior decorator and T.V. personality Nate Berkus.

Target, or Tar-JAY as some people prefer (or is it Targé?), recently announced their collaboration with SoulCycle, an indoor cycling studio with locations across the country.

The spin studio's emphasis is on burning calories and having fun and Target hopped on their saddle, literally. Not only do you get a great cardio burn, you can also look cute

while doing it, and, because Target loves a collaboration, it wouldn't stop until it reaches all corners of fashion, including fit-fashion.

Unlike the Lily Pulitzer collaboration that had Winnetka moms crazed, SoulCycle and Target are teaming up to sell you an "experience." They're doing this by not only selling you the sweatpants but also the class to sweat them out in. Yes, select Target locations will actually be hosting fitness classes.

In the grand scheme of things, the concept is bizarre. The place we buy toothpaste...as a gym? However, it's not just a gym they're marketing, it's a lifestyle.

The big-house brand is tapping into everyday consumers' busy lives and telling them, "an active lifestyle is for you and now you have no excuse."

Target, along with SoulCycle and Freshii, are capitalizing on affordable, fast fitness and fashion (did anyone else see dollar signs when they read this?). They're taking a brand that used to be exclusive and making it available to everyone, a concept I'll stand by.

# Editorial

## Local murder hits close to home

On MLK Day, Benjamin "Bo" Mandujano-Bradford, a twenty year old student from Evanston, came to New Trier to listen to Isabel Wilkerson speak. Less than two days later, on Tuesday evening, Mandujano-Bradford was shot dead outside of his house. The current police investigation believes he was targeted.

Mandujano-Bradford visited New Trier to get Wilkerson to sign his copy of her book, "The Warmth of Other Suns," which he had received a couple of months ago. He even got a photo with the Pulitzer Prize-winning author.

The twenty year old had some past criminal charges, but instead of doing jail time, he was a part of a three month program called Curt's Cafe. Many probation officers in Evanston recommend that kids join it, as it is a "non-profit organization that provides training, in food service and life skills for at-risk youth in Evanston," according to their website. It is for kids ages 15-22 that either have had past run-ins with the criminal justice system or are headed in that direction. It is intended to give the youths a more secure future and embraces the theory of restorative justice. On the day he was shot, Mandujano-Bradford had passed his food certification exam.

Often when we hear about shootings in the news, we can't personally relate. Whether affluence, race, age, or location set us apart, these shootings don't usually hit close to home. But here is a boy, just a few years older than us, who walked around our school hallways last Monday, and was murdered just one town away. Some New Trier students probably saw him or walked past him. So to us, his death makes things more real. He could be any one of us, if he had lived in Wilmette instead of Evanston. And that is what makes it so shocking. One day, he was here. The next day, he was gone.

It really made me think about how fortunate I am to live the life that I do. In Glencoe, Winnetka, and Wilmette, no one is targeted in a shooting outside of their house. Yet one town over in Evanston, it happens.

And Evanston isn't nearly as dangerous and crime ridden as many other places in America. In comparison to the south side of Chicago, Evanston is a safe haven, which is a terrifying thought. The seemingly terrible event of a young man getting shot outside his home is a lot less uncommon there than in Evanston.

These issues of violence are far too prevalent in American society nowadays, and we are fortunate enough to live in an area where we aren't exposed to it often. Even Evanston, though a different environment than Winnetka and Wilmette, isn't a dangerous place in comparison to violent hot-spots.

Another thing that makes this death so terrible is that Mandujano-Bradford was just twenty years old. He had so much of his life ahead of him and so much potential. You never know, when a young person dies, what they may have brought to our world. He hadn't gotten the chance to grow up, to start a family, to be successful in life. His life was cut short before he knew it.

Despite this tragic event so close to home, a surprisingly few number of people know about it. Our sheltered lifestyle goes both ways: our contained way of life stays within the bubble, and things that challenge it don't enter. But it is important that we are aware that our way of life is not representative of the real world, or even the world just ten minutes down the road.

# Time flies when you're staring at your screen



by Camille Baer

Phones, iPads and laptops, oh my! I can say with complete confidence that every student at New Trier has at least two of the three listed devices. Because of our tech-obsessed era, our generation has largely increased their usage of social media.

About 90% of all young adults in America, ages 18 to 29, use it as a part of everyday life, according to the Pew Research Center.

Picture your run-of-the-mill day—wake up, go to school, after-school activities, homework, etc. The

average American is awake for about 15-16 hours a day, meaning that the average person gets approximately 8 hours of sleep.

An article from Digital Trends stated that a person spends about 4.7 hours on their phone per day. This is nearly a third of our entire day spent staring at a screen. Consider that for a moment.

I couldn't believe this when I first read the article. How could I possibly be spending such a massive chunk of my day on my phone? But I realized, throughout the day, the texts I was sending, the little video clips friends would show me, the frequent Instagram and Facebook checks, and the Snapchat videos and stories I watched added up.

When I look at everything, I can see how massive social media and communication is in my life. I began to struggle with whether this really is a bad thing or not? On one hand,

as American culture changes with technology, we are changing with it—except, on the other hand, I'm still me. I haven't been sucked into some evil black hole of "deception and manipulation."

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What's even more interesting is that while teenagers receive constant reminders and criticism of being on our phones too much, the greatest jump in phone usage comes from adults. In 2010, a mere 11% of adults 65 and older used social media, which has now tripled to 35% over the past 5 years, according to Pew Research Center.

It was hard, at first, to read this statistic without feeling defensive towards our generation, because I experience commentary from my parents about my phone's whereabouts all the time. While in reality, this statistic proves that the increase in social media use has affected all ages in the US.

Consumerism hasn't made me a worse person, and I'd argue that having answers constantly at my fingertips has made me a more curious and knowledgeable person.

I would completely agree that my ability to become distracted is higher than it used to be, and I hardly read for my own enjoyment anymore, because I'm not used to sitting and taking my mind off something for longer than 45 minutes.

This aspect of the technological takeover is more upsetting to me than anything else. Taken from the tech-website, The Blaze, an article

called the "Five Ways Technology is Taking Over Your Life," explained that "a problem exists when we cannot do without a machine for over 24 hours." I'm embarrassed to admit that I'm 99% sure I would not be able to last an entire day.

Pay attention to how much time you spend staring at a screen and you might find you're surprised by the outcome. We've reached a point of obsession with our numerous gadgets, but how much is too much?

Try to establish times during the day where phone your phone usage is prohibited, because without restrictions, we will continue to stare at screens, wasting away valuable time.

To end on a perfectly cliché note, our lives are short and time is fleeting, so we should savor the time we do have by living in the moment, not as digital witnesses.

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