



Feb. 9, 2010

Action for Healthy Kids Supports First Lady Michelle Obama's "Let's Move" Campaign for Healthier Kids

The following is a statement from Action for Healthy Kids Executive Director Rob Bisceglie:

Action for Healthy Kids applauds the Obama Administration and fully supports efforts by First Lady Michelle Obama and the national Let's Move campaign to help America's children grow up healthy and strong, and to address the continuing epidemic of childhood obesity. That 1 out of 3 children are overweight or obese should be unacceptable to us all. The goal of eliminating childhood obesity in a generation is an extremely important and worthy goal that we wholeheartedly support.

We welcome the leadership and formation of Partnership for a Healthier America, to be chaired by the First Lady, to unite the public and private sectors, other organizations, business and thought leaders, the media, and states and local communities to make meaningful and measurable commitments to fighting childhood obesity. Combined with Surgeon General Regina Benjamin's recent statement on the urgent need to address obesity, the Obama Administration's commitment to a strong Child Nutrition Reauthorization bill, and \$10 billion in additional investments in the President's budget, we believe it is more possible than ever before to truly make a difference in the lives of millions of children.

We at Action for Healthy Kids are thrilled to support the First Lady's campaign. Action for Healthy Kids school-related resources are included in several places on the new Let's Move Web site (www.letsmove.gov). With more than 12,000 volunteers in communities nationwide and partnerships with leading national organizations and governmental agencies in health, education, nutrition and physical activity, we stand ready to contribute to this new national campaign. During the 2008-09 school year alone, Action for Healthy Kids reached nearly 4 million children in 8,000 schools around the country.

About Action for Healthy Kids

Action for Healthy Kids® is the nation's leading nonprofit and largest volunteer network fighting childhood obesity and undernourishment by working with schools to improve nutrition and physical activity to help our kids learn to eat right, be active every day and be ready to learn. We provide expertise, volunteers, programs and resources nationwide through a unique collaboration of thousands of professionals, parents, educators, community volunteers and students, in partnership with more than 65 professional associations, government agencies and corporations. More information is available at ActionforHealthyKids.org, on Facebook at <http://www.facebook.com/pages/Action-for-Healthy-Kids/267076500068?ref=mf> and on Twitter at <https://twitter.com/Act4HlthyKids>.