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Children's Health Crusaders to be Honored at Launch of National School Service Initiative

National Children's Health Leader and Volunteer Healthy School Heroes Recognized

Chicago (August 31, 2010) – [Action for Healthy Kids](http://ActionforHealthyKids.org), America's largest non-profit volunteer organization working with schools to fight childhood obesity and improve children's health, has announced it will honor national and local crusaders for children's wellness. The awards will be presented at the launch of [Get in the Action](http://GetintheAction.org), a new national healthy school service initiative that will kick-off with a day of volunteer action on September 29, 2010.

Founding Action for Healthy Kids Board Chair Dr. David Satcher and his wife, Nola, will be the first recipients of a national leadership award that will bear their name. The Dr. and Mrs. David Satcher Award for Healthy Kids recognizes outstanding service of a national leader in children's health, obesity prevention and wellness. Dr. Satcher has devoted a long and distinguished career to making Americans healthier. In 2001 he brought national attention to America's obesity epidemic in *The Surgeon General's Call to Action to Prevent and Decrease Overweight and Obesity*, a landmark report recommending that schools are uniquely qualified to address childhood obesity. Today, Dr. Satcher continues to work to improve public health policy and eliminate health disparities for underserved groups as director of the Satcher Health Leadership Institute at Morehouse School of Medicine.

Action for Healthy Kids will also honor five 'Healthy School Heroes,' volunteers from around the country who have dedicated themselves to making schools healthier places for America's kids. Past award recipients have been wide ranging, from a school district food service director whose programs increased student milk consumption to a nutrition education consultant who created a nutrition and physical education curriculum for schools on Native American reservations. More information, including a nomination form, is available online. The deadline for nominations is September 8, 2010.

These awards will be presented at a reception concluding the first day of Action for Healthy Kids' *Get in the Action* initiative, a day of volunteer service intended to make long-lasting, sustainable and healthful improvements to schools and inspire communities to work together for healthy children each and every day. Volunteers will work at [two urban Chicago schools](http://twourbanchicago.org) to improve healthy opportunities for students – such as building an indoor fitness center to ensure kids have opportunities to be active and refurbishing a cafeteria to include a mural with healthy messages and a salad bar. Afterwards the schools will host celebrations for staff, students, parents and the community with fun, healthy activities. *Get in the Action* will expand to additional cities in 2011.

This inaugural Get in the Action would not be possible without the generous support of the following leading organizations that are committed to helping children be healthier and schools be healthier places. The lead sponsor is NFL Play 60, the NFL and its Clubs commitment to help get kids be active for 60 minutes a day. Locally, the Chicago Bears implement the NFL PLAY 60 message through a variety of in-school, after-school, web-based and youth-targeted programs – all emphasizing the importance of physical fitness and healthy lifestyles. Other sponsors are National

Dairy Council, who in partnership with the NFL created an in-school nutrition and physical activity program called Fuel Up to Play 60, Kellogg's Corporate Citizenship Fund, Chobani Greek Yogurt, Northwestern Mutual Foundation, and S&S Worldwide.

“Children who eat right and are physically active learn better. Unfortunately, opportunities to learn and practice these healthy habits are often limited, particularly in schools with limited resources where children are at higher risk of obesity and malnutrition,” says Rob Bisceglie, executive director of Action for Healthy Kids. “We are proud to honor committed individuals at both the national and local levels who are taking action to improve wellness practices for all children.”

About Action for Healthy Kids

[Action for Healthy Kids](#)[®] is the nation's leading nonprofit and volunteer network fighting childhood obesity and undernourishment by helping schools become healthier places and our kids learn to eat right, be active every day and be ready to learn. A collaboration of more than 67 organizations, corporations and government agencies supports grassroots efforts by thousands of volunteers nationwide. In 2009 Action for Healthy Kids reached nearly 4 million students in 8,000 schools. More information is available on [Facebook](#) and on [Twitter](#).

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