



FOR IMMEDIATE RELEASE

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Taking Action for Healthy Kids Garners Chances for Super Bowl XLIV Dream Package

Chicago, IL (Dec. 1, 2009) – Action for Healthy Kids and the National Football League have teamed for a winning combination – helping kids learn to be healthy and a dream package to Super Bowl XLIV in South Florida in February 2010. For every \$5 donated to Action for Healthy Kids’ Healthy Kids 2009 campaign and each email sent telling someone else about the campaign, a person will earn a chance to win the Super Bowl XLIV Dream Package, which includes two tickets to Super Bowl XLIV on Feb. 7, hotel for four nights and airfare to South Florida.

Go to www.ActionforHealthyKids.org/healthykids2009 to learn more, donate, and share this opportunity with friends and family.

Action for Healthy Kids works with schools, communities and families to help kids learn to eat right, be active every day and be ready to learn. The Healthy Kids 2009 Campaign will help the organization further expand its reach and impact.

“Our goal is to reach 25,000 schools and 10 million children in the next three years,” said Action for Healthy Kids Executive Director Rob Bisceglie. “Our focus is on schools that lack the expertise, facilities and resources to help themselves and their students become healthier. Childhood obesity is a national epidemic, and it’s going to take all of us to turn the tide. By building support for our unique and sustainable model through the Healthy Kids 2009 Campaign and other efforts, we’re confident we can achieve our goal.”

“The NFL shares Action for Healthy Kids’ commitment to helping kids be active for at least 60 minutes every day, eat healthily, and learn the importance of teamwork,” said Peter O’Reilly, NFL vice president of Marketing and Fan Development. “We are proud to be a supporter and member of Action for Healthy Kids’ partner network.”

About Action for Healthy Kids

Action for Healthy Kids® (www.ActionforHealthyKids.org) is the nation’s leading nonprofit and largest volunteer network fighting and preventing 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, and advocacy 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.

About NFL PLAY 60

Designed to tackle childhood obesity, NFL PLAY 60 brings together the NFL’s long-standing commitment to health and fitness with partner organizations like Action for Healthy Kids. PLAY 60 is also implemented locally, as part of the NFL’s in-school, after-school and team-based programs. For more information, visit NFLRush.com.

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