



Healthy Weight Commitment Foundation Forms Partnership with Discovery Education and Meredith Corporation to Fight Childhood Obesity

Rising Childhood Obesity Epidemic to Affect 20% of Children in the United States by Year's End

WASHINGTON D.C. (May 4, 2010) – The Healthy Weight Commitment Foundation (HWCF) announced today an unprecedented, innovative alliance with leading media companies Discovery Education and Meredith Corporation to help parents, educators, and children address the problem of childhood obesity.

Healthy Weight Commitment Foundation, which was launched last October, is a CEO-led organization and is a national, multi-year effort designed to help reduce obesity – especially childhood obesity – by 2015. It's a first-of-its kind coalition that brings together more than 80 retailers, food and beverage manufacturers, sporting goods, insurance, trade associations and NGOs. The Healthy Weight Commitment Foundation will promote ways to help people achieve a healthy weight through energy balance – calories in and calories out. It focuses on three critical areas – the marketplace, the workplace and schools.

“The success of our mission to promote healthier weight depends on bringing stakeholders together to work on common goals,” said David Mackay, President and CEO of Kellogg Company and Chairman of the Board of HWCF. “We are united in a collaborative and focused effort to help children and adults achieve better energy balance between calories in and calories out.”

Today HWCF is launching web-based outreach campaigns with both Discovery Education and Meredith to encourage and promote physical activity and healthy eating, especially among children. The online campaigns address rising levels of childhood obesity; it is estimated that by the end of this year, 20% of children in the United States will be obese. About one-third of American kids are currently overweight. The two complementary outreach programs are uniquely designed to support children whether at home with their families or at school with their teachers. A simple interface empowers users to easily transition between the websites creating a virtually seamless user experience educating parents and children, no matter where they are, about healthy food choices, eating tips, and physical activities.

“Parents and educators are concerned about the threat of child obesity and interested in practical ideas about how to help kids take fewer calories in and burn more out,” said Lisa Gable, Executive Director of HWCF. “This partnership will give parents and educators the tools they need to help combat child obesity.”

The comprehensive student engagement program presented by HWCF and Discovery Education at www.energybalance101.com leverages Discovery Education's communications expertise and demonstrated ability to provide educators with useful tools to help their students. Discovery Education, a division of Discovery Communications, whose networks include Discovery Channel, Science Channel and Animal Planet, combines proven digital media and a dynamic user community to empower teachers to improve student achievement. Discovery Education's digital services are currently available in over half of U.S. schools.

"Discovery Education is committed to empowering educators and students with the tools and resources necessary to make healthy decisions," said Dr. John Whyte, MD, Chief Medical Expert, Discovery Communications. "We are pleased to join in partnership with the Healthy Weight Commitment Foundation and Meredith Corporation in this effort, and are excited to launch Energy Balance 101, which brings a variety of free resources designed to help combat childhood obesity to children, educators, and parents across the country."

The HWCF/Meredith website – www.parents.com/hwcf – leverages Meredith's position as the leading media and marketing company focused on women. Meredith's media brands – including *Parents*, *Better Homes and Gardens*, *Ladies' Home Journal* and *Family Circle* – reach over 75 million women and 21 million moms.

"It may seem like many of the factors contributing to the obesity epidemic, such as fewer physical education classes and high fat school lunches, are out of our control, but we want moms and dads to realize that they can make simple lifestyle changes that will improve their family's overall health. This web program offers healthy snacking tips, advice on reading food labels, suggestions about ways to exercise as a family and more." says Kara Corridan, health editor at *Parents*.

Both www.energybalance101.com and www.parents.com/hwcf will reinforce the First Lady's "Let's Move" initiative to combat the childhood obesity epidemic.

"Success in the effort to combat obesity depends on reaching people, and our two new partners have the expertise, experience and resources to do that," Gable said.

The HWCF is also launching a website – YourWellnessAdvantage.com – with the National Business Group on Health. YourWellnessAdvantage.com will actively motivate employers to make it a priority to encourage health consciousness in their workplaces and healthy living among their employees, with a strong focus on reducing obesity. The site will be especially helpful to small and midsize companies.

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Corporate Members

1. Brookshire Grocery Company
2. Bumble Bee Foods, LLC
3. Campbell Soup Company
4. ConAgra Foods
5. Faribault Foods Inc.
6. Festival Foods (Minnesota)
7. Food City
8. General Mills, Inc.
9. Gonzalez Northgate Market
10. Harris Teeter, Inc.
11. Hy-Vee, Inc.
12. IGA, Inc.
13. Jax Markets
14. Kellogg Company
15. Kraft Foods Inc.
16. Mars, Incorporated
17. Martin's Supermarkets
18. McCormick & Company, Inc.
19. Nestlé USA
20. PepsiCo Foundation
21. PepsiCo, Inc.
22. Price Chopper
23. PureCircle Limited
24. Ralston Foods/Post Foods, LLC (Ralcorp Holdings, Inc.)
25. Redner's Markets, Inc.
26. Safeway Inc.
27. Sara Lee Corporation
28. Schnuck Markets, Inc.
29. Shop Rite of Hunterdon Co., Inc.
30. Skogen's Festival Foods
31. The Coca-Cola Company
32. The Hershey Company
33. The J.M. Smucker Company
34. The Sports Authority
35. TriWest Healthcare Alliance
36. Unilever
37. United Supermarkets, Ltd.
38. Wakefern Food Corporation

Non Corporate Members

1. 6KidsNFit
2. American Council for Fitness and Nutrition Foundation
3. American Dietetic Association Foundation
4. American Wholesale Markets Association
5. Ashley Shaffer, Miss New Jersey
6. Association of Junior Leagues International
7. CATCH
8. Charles the Chef
9. Core Wellness Life Coaching LLC
10. Discovery Education (channel partner on EnergyBalance101)
11. Dream Dinners
12. eXtension
13. Fields of Dreams
14. FitCity, a division of Learning Well, Inc.
15. Food Marketing Institute
16. Girl Scouts of the USA
17. Good Sports
18. Grains for Health Foundation
19. Grocery Manufacturers Association
20. Health-E-tips and JAM School Program
21. Healthcorps (Health + Healing Network)
22. Healthy Dining Finder
23. ILSI Research Foundation
24. MEND

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25. National Association for Sport & Physical Education
26. National Business Group on Health (channel partner on Your Wellness Advantage portal)
27. National Wildlife Federation
28. NFL Play 60
29. Nutralife
30. Our Park Place
31. Outdoor Foundation
32. Paul Pierce's The Truth on Health
33. PE4life
34. Pink Lady America LLC
35. Prince William Trails and Streams Coalition
36. Road Runners Club of America Shannon Miller, 7 Time Olympic Medalist
37. Snack Foods Association
38. Tommy the Tomato
39. TOPS Club, Inc.
40. The National Activity Plan
41. U.S. Army
42. U.S. Chamber of Commerce
43. U.S. National Physical Activity Plan
44. USA Rugby
45. W. K. Kellogg Foundation
46. WalkStyles, Inc.
47. Women Impacting Public Policy

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