



SHAPE UP AMERICA!

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SHAPE UP AMERICA! GALVANIZES COMMUNITY TO END CHILDHOOD OBESITY

*Shape Up America! Supports Healthier Kids, Brighter Futures Initiative
to Stamp Out Childhood Obesity*

WASHINGTON, D.C. – Shape Up America! rallies with over 70 national organizations to lead a community response to childhood obesity during the 2010 National Childhood Obesity Awareness Month in September.

The theme for the month is *Healthy Kids, Brighter Futures*. The *Healthy Kids, Brighter Futures* initiative educates and empowers families and youth to live healthy lifestyles, eat nutritious food, and be physically active. Shape Up America! believes that combining childhood obesity efforts during September as children return to school will help sustain year long momentum.

“Shape Up America! is proud to be part of a collaborative effort to address childhood obesity. By coming together and recognizing September as National Childhood Obesity month we can increase public awareness of the problem and call upon parents, educators and community leaders to do everything they can to support sound nutrition, wise food choices and an active lifestyle for children,” said Barbara J. Moore Ph.D., President and CEO of Shape Up America!. **“Childhood obesity is already a major public health issue, but I believe that by working together we can successfully combat this growing epidemic.”**

United States Representatives Marcia L. Fudge (D-OH) and Kay Granger (R-TX) introduced the Congressional measure establishing the month, which passed the House in May. The Senate version was introduced by the United States Senators Kirsten Gillibrand (D-NY) and George Voinovich (R-OH). It passed the Senate in April. These Congressmen were propelled to action by the startling state of child wellness in America.

www.shapeup.org

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Childhood obesity is a growing epidemic in America. The prevalence has tripled in the past 30 years and today an estimated 12 million children and teenagers ages 2 to 19 are obese. The problem of obesity is so pervasive that more young people than ever before are entering parenthood in the obese condition – greatly increasing the risk of childhood obesity in their offspring. It is clear that this is rapidly becoming a self-perpetuating cycle of intergenerational transmission of obesity. For the first time in history, today’s children may have shorter life expectancies than their parents’.

The public and private sector, communities, and public servants, including First Lady Michelle Obama, are championing a range of efforts to improve child wellness in America. Shape Up America! invites you to join them in empowering *Healthier Kids* for a *Brighter Future*.

For additional information on National Childhood Obesity Awareness month visit www.healthierkidsbrighterfutures.org/home/ and to learn more about obesity and weight management, visit www.shapeup.org.

About Shape Up America!

Shape Up America! was founded in 1994 by former U.S. Surgeon General C. Everett Koop to raise awareness of the obesity as a health issue and to educate the public, health professionals and policymakers on healthy weight management. The organization maintains an award-winning Web site – www.shapeup.org/– accessed by more than 100,000 visitors each month.

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