



*****For Immediate Release*****

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White House Takes Major Steps to Combat Obesity: First Lady Announces "Let's Move" for Children as President Launches Interagency Task Force

Washington, D.C. (February 9, 2010) - The Campaign to End Obesity today applauded the First Lady's new initiative combating childhood obesity. Mrs. Obama outlined the details of her campaign at a White House event, where CEO Chairman Lee M. Kaplan, MD, PhD, was on hand to represent the Campaign.

"It was a privilege to attend today's event with the First Lady. Mrs. Obama's personal involvement in the fight against childhood obesity will no doubt help to elevate this issue to the level of importance it so clearly deserves, and we applaud her actions," Dr. Kaplan, a professor of medicine at Harvard University and an obesity expert at Massachusetts General Hospital, said.

The First Lady's initiative, called "Let's Move," is designed to bring together federal, state and local government, along with communities, non-profit and for-profit organizations for the goal of solving the childhood obesity crisis within one generation. Let's Move will focus on community-oriented solutions that take into account the need for different solutions for different communities.

As part of the initiative launched by Mrs. Obama, President Obama today signed a memorandum creating a first-of-its-kind interagency task force on childhood obesity. The President's Task force will be comprised of members from the Departments of Health and Human Services, Agriculture, Interior, Education, the Office of Management and Budget and the White House. The President indicated the Task Force will provide recommendations on:

- Ensuring access to healthy, affordable food;
- Increasing physical activity in schools and communities;
- Providing healthier food in schools; and
- Empowering parents with information and tools to make good choices for themselves and their families.

"Mrs. Obama's initiative and the President's announcement today represent an unprecedented commitment to addressing childhood obesity," said Dr. Kaplan. "The Campaign has long advocated for an interagency task force on obesity and we are excited to see such a task force become a reality. We look forward to working with the First Lady and her staff, as well as the rest of the Administration to continue to build awareness of the issue and pave the way to a healthier future for America's children."

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About the Campaign to End Obesity Action Fund

The Campaign to End Obesity Action Fund is dedicated to federal policy changes that can reverse one of America's costliest diseases. The Campaign convenes leaders from industry, academia, public health and associations to speak with one voice for measures to reverse the obesity epidemic and promote healthy weight in children and adults.