



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

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*****Media Contact*****

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Campaign to End Obesity Teams Up With Reps. Kind, Bono-Mack, Blumenauer and Fudge in Introduction of New Obesity Legislation

WASHINGTON, DC - On Wednesday, **U.S. Reps. Ron Kind (D-WI), Mary Bono-Mack (R-CA), Earl Blumenauer (D-OR), and Marcia Fudge (D-OH)**, together with the Campaign to End Obesity, the American Heart Association, Grocery Manufacturers Association and YMCA, will unveil the Healthy Communities through Helping to Offer Incentives and Choices to Everyone in Society Act (Healthy CHOICES Act), legislation to comprehensively fight obesity, during an event on Capitol Hill. The legislation will be introduced to the House of Representatives on Wednesday.

WHO: U.S. Rep. Ron Kind (D-WI)
U.S. Rep. Mary Bono-Mack (R-CA)
U.S. Rep. Earl Blumenauer (D-OR)
U.S. Rep. Marcia Fudge (D-OH)
Penny Lee, Executive Director of the Campaign to End Obesity
Nancy Brown, CEO of the American Heart Association
Pam Bailey, CEO of the Grocery Manufacturers Association
Audrey Tayse Haynes, Senior Vice President of YMCA

WHAT: Press Conference Announcing Introduction of Healthy CHOICES Act

WHERE: House Triangle (podium and grassy area located near the House steps), Washington, DC
RAIN/HIGH WIND LOCATION: H-137 U.S. Capitol, Washington, DC

WHEN: 10:30 a.m. EDT, Wednesday, May 5, 2010

The Healthy CHOICES Act is the first legislation of its kind that brings together the food industry, the health care industry and government to comprehensively fight the obesity epidemic. The bill reflects many of the core priorities of the Campaign to End Obesity by ensuring the treatment and prevention of obesity through screening BMI and body composition in adults and children; aligning federal food programs with nutritional guidelines; making healthy foods affordable and accessible to those most at risk, including rural and low-income urban areas; coordinating the federal response to reversing the obesity epidemic; making it easier for children and adults to be active and fit, including as a means for transportation; supporting incentives for local school wellness; and increasing federal support for obesity research.

The bill comes at an urgent time. Right now, two-thirds of adults and nearly 1 in 3 children struggle with overweight and obesity. Obesity is the country's costliest medical condition, contributing to the prevalence of more than 60 chronic diseases. Taxpayers, governments and businesses spend billions on obesity-related conditions each year, including an estimated \$147 billion in medical costs.

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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.