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For Immediate Release

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Facing Imminent Deadline, Campaign Urges House Passage of Child Nutrition Reauthorization Bill

Washington, D.C. (September 27, 2010) -- Today, the Campaign to End Obesity, joined by advocacy groups across the country, made an urgent call to the House of Representatives to vote on and approve the Healthy, Hunger-Free Kids Act before critical nutrition programs expire this Thursday, September 30.

The Campaign recently communicated its [support](#) for the Healthy, Hunger-Free Kids Act to House Education and Labor Committee Chairman George Miller (D-California) and applauds the strong bipartisan support for the measure, which passed unanimously in the Senate this summer.

The Campaign urges the House to act this week to ensure that millions of children do not lose access to vital meals at schools and, given the critical anti-obesity provisions included in the measure, begin to reverse the devastating impact of overweight and obesity.

Among other things, the Healthy, Hunger-Free Kids Act includes a number of provisions the Campaign has long supported, including:

- Increased funding for nutritious meals;
- Requiring an update of nutritional standards;
- Increased reimbursement for federal school lunches; and
- Promoting overall wellness through better nutrition and increased physical activity.

In addition, the measure would require local educational agencies to ensure that all food served on school campuses "promote student health and reduce childhood obesity." The Campaign is encouraged to see many anti-obesity provisions included in the legislation and urges swift House passage of the bill to enable these important programs to provide healthier food for the millions of Americans that rely on federal food assistance programs.

"This is an urgent time in our Nation's effort to combat America's costliest medical conditions – one that places a strain of \$147 billion on taxpayers annually," said Penny Lee, Executive Director of the Campaign. "With the current nutrition programs set to expire in a matter of days, the House faces an immediate, historic opportunity to make real gains against the growing obesity epidemic and swift passage of the measure will help to begin to reverse the rates of overweight and obesity in America."

About the Campaign

The Campaign to End Obesity is dedicated to reversing America's costliest disease. Right now, two-thirds of adults and 1 in 3 children struggle with overweight and obesity. Taxpayers, governments and businesses spend billions on obesity-related conditions each year, including an estimated \$147 billion in medical costs.

Ending this epidemic requires change – in individuals, institutions and communities. The Campaign convenes leaders from industry, academia, public health and associations to speak with one voice for federal policies to reverse the obesity epidemic and promote healthy weight in children and adults.

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