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PRESS RELEASE

FOR IMMEDIATE RELEASE

5-2-1-0

A Common Message Helps Families Join the Fight Against Childhood Obesity

Stamford, CT (April 9, 2010): 5-2-1-0 is a simple common message that helps schools and communities raise awareness to help fight childhood obesity and has been used by the Stamford Obesity Task Force and Stamford Hospital's Kids' Fans programs. This message was crafted by Maine, and is now nationally accepted and endorsed by the AAP (American Academy of Pediatrics) The 5-2-1-0 message will help United Way of Western Connecticut frame its public awareness efforts.

It is suggested that every day a child follows the 5-2-1-0 guidelines.

5: Eat 5 or more servings of fruits and vegetables.

2: View 2 hours or less of screen time. The American Academy of Pediatrics recommends that children have less than 2 hours of day of screen time per day and that parents keep the TV out of bedrooms.

1: Participate in at least on hour of moderate to strenuous physical activity every day.

0: Drink 0 to almost no sugar-sweetened beverages, including sport drinks, fruit juices and soda. Drink water or low-fat milk.

For tips and recommendations that can help you build healthier habits for a lifetime by following the 5-2-1-0 guidelines, visit Stamford Hospitals web page at www.stamfordhospitalpediatrics.com/children/kidsfan/ and download their brochure at the bottom of the page.

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ABOUT UNITED WAY OF WESTERN CONNECTICUT

United Way of Western Connecticut's mission is: "To improve lives by mobilizing the power of caring communities to create lasting change". We work to advance the common good by creating opportunities for a better life for all. Working with many partners, United Way is focused on the building blocks that we need for a good life: a quality education that leads to a stable job, income that can support a family through retirement, and good health. The towns covered within UWWC's region are Bethel, Bridgewater, Brookfield, Danbury, Kent, New Fairfield, New Milford, Newtown, Redding, Ridgefield, Roxbury, Sherman, Stamford, Warren and Washington. For more information about United Way of Western Connecticut, please visit: www.uwwesternct.org.

Note to Editor:

Please see the service area of United Way of Western Connecticut listed above. If this article will appear in a publication within other towns in Fairfield County, please also contact Donna Pfrommer at 203-339-6312.