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PRESS RELEASE

FOR IMMEDIATE RELEASE

***United Way is tackling childhood obesity on a national level
Kids Get Fit!***

Stamford, CT (April 9, 2010): According to the Centers for Disease Control, obesity among children has nearly doubled in the last decade. Alarming, more than 9 million children in the United States are either obese or overweight, and studies show today's children are not getting the necessary exercise and activity for effective weight management and good health.

United Way is dedicated to reversing this frightening trend. We're creating programs that provide resources to parents and help kids make positive nutritional and behavioral choices. And we're making progress -- with on-the-ground, outcome-focused programs such as HOPSports and Hometown Huddle.

The NFL and United Way Hometown Huddle focuses on hands-on volunteer youth fitness projects implemented simultaneously in different NFL cities on a single day each year across the country. We've created projects teaching the basic concepts of fitness and nutrition from an Amazing Race with local elementary schools and the Baltimore Ravens to building a "Lions Den" -- a safe space for teenagers to work out and do their homework with the Detroit Lions.

United Way has a 10-year goal to increase the number of youth who are healthy and avoiding risky behaviors by one-third. To that end, United Way is investing in the health of our nation's youth with HOPSports, an in-school and after-school kids' fitness program designed to provide new opportunities for kids to become more active and learn about proper health and nutrition.

And we're getting results -- kids are 55% more active during HOPSports classes versus traditional physical education classes, and overweight and obese students were 23% more active during classes with HOPSports than healthy-weight students were during traditional physical education classes.

In a study by three North Carolina universities in conjunction with award-winning not-for-profit Be Active North Carolina, an econometric analysis revealed that an average community could expect to see a **ROI of 38%**. For every dollar spent on HOPSports, the community can expect at least a \$1.38 savings in health care costs related to obesity, inactivity and type 2 diabetes.

When you support Kids Get Fit, you're doing more than just helping to provide exercise equipment and instructional videos to schools around the country. **You can help** to make a true difference in the lives of at-risk children and reverse the growing epidemic of childhood obesity.

Join us. Fight childhood obesity and Get Kids Fit!

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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.