“Welcome to the NFL” says Healthy Weight Commitment Foundation

WASHINGTON D.C. – The Healthy Weight Commitment Foundation today welcomed the NFL as the Foundation’s 150th member. This new relationship combines a popular and respected sports icon with a national organization of business and public interest organizations in a common commitment to reducing obesity.

“This is a touchdown for the cause of physical activity among kids,” said HWCF executive director Lisa Gable. “The NFL is not only a symbol of physical fitness and physical activity, but has already proven to be a significant force in curbing obesity among kids, through NFL Play 60.”

Begun in 2007, NFL PLAY 60, the NFL’s Movement for an Active and Healthy Generation, actively encourages young people to lead a healthy lifestyle. Through in-school, afterschool and team-based programs and partnerships with like-minded organizations, NFL PLAY 60 encourages kids to play for 60 minutes every day in order to tackle childhood obesity.

The NFL Play 60 website (www.nflrush.com/play60/) offers innovative play ideas for kids and families to help parents encourage their children to be physically active. In partnership with the American Heart Association, NFL PLAY 60 also provides educators with a curriculum of easy ways for schools to encourage physical activity among their students. The Discovery Education Energy Balance 101 website (http://energybalance101.com/), cosponsored by the Healthy Weight Commitment Foundation, has also used NFL Play 60 to promote the “calories out” part of the energy balance equation.

Increased physical activity – especially among children – is a prime goal of the Healthy Weight Commitment Foundation. The Foundation is committed to combating obesity by promoting energy balance – fewer calories in and more calories expended through healthy, physical activity.

“Football is a vital part of American culture – from rooting for the high school team to watching the Super Bowl,” Ms Gable pointed out. “Through their leadership in the effort to reduce childhood obesity, the NFL has sent a clear message to kids: Daily physical activity is crucial in ensuring a healthy body – and a healthy America.”
The NFL is the second professional sports association to become a member the HWCF, joining the PGA.

**About NFL PLAY 60**
Designed to tackle childhood obesity, NFL PLAY 60 brings together the NFL's longstanding commitment to health and fitness with partner organizations. NFL PLAY 60 is also implemented locally, as part of the NFL's in-school, after-school and team-based programs. For more information, visit NFLRUSH.com

**About Healthy Weight Commitment Foundation**
The Healthy Weight Commitment Foundation (www.HealthyWeightCommit.org) is a first-of-its kind coalition that brings together 150 retailers, food and beverage manufacturers, sporting goods and insurance companies, restaurants, professional sports associations, trade associations, NGOs and the U.S. Army. The Foundation focuses on activities in the schools, the workplace and the marketplace to promote healthy weight among Americans by balancing the energy they consume with the energy they expend through physical activity.