Healthy Weight Commitment Foundation and Boy Scouts of America Join Forces to Encourage Kids to Lead Healthier, More Active Lifestyles

Washington D.C. - The Healthy Weight Commitment Foundation (HWCF) and the Boy Scouts of America® (BSA) today announced an alliance that will focus on bringing awareness to the issue of childhood obesity. Together, HWCF and the BSA will work to promote solutions that help children achieve a healthy lifestyle through an energy-balanced approach.

The Boy Scouts of America, one of the nation’s largest and most prominent youth development organizations, launched a healthy living initiative, SCOUTStrong®, in 2011. The program encourages children to be active 60 minutes a day, five days a week for six weeks.

“Since its inception, the Boy Scouts of America has focused on the health of young people. In fact, all Scouts commit to keeping themselves physically strong when they recite the Scout Oath,” said Chief Scout Executive Wayne Brock. “We look forward to working with the Healthy Weight Commitment Foundation to help make healthy living a priority in the lives of America’s youth.”

HWCF, in partnership with Discovery Education, developed the Together Counts™ program, which provides parents and schools with free online tools and standards-based curriculum to help children lead healthy and more active lifestyles.

Lisa Gable, president of HWCF said, “We are delighted to have this opportunity to work with the Boy Scouts of America. This alliance will be invaluable to us as we reach out to children at an early age and teach them lifelong healthy habits.”

About the Boy Scouts of America
The Boy Scouts of America provides the nation’s foremost youth program of character development and values-based leadership training, which helps young people be “Preparing. For Life.” The Scouting organization is composed of nearly 2.5 million youth members between the ages of 7 and 21 and approximately 960,000 volunteers in local councils throughout the United States and its territories. For more information on the Boy Scouts of America, please visit www.scouting.org.
About the Healthy Weight Commitment Foundation
The Healthy Weight Commitment Foundation, a CEO-led organization, is a national, multiyear effort designed to help reduce obesity—especially childhood obesity—by 2015. It’s a first-of-its-kind coalition that brings together more than 250 retailers, food and beverage manufacturers, restaurants, sporting goods and insurance companies, trade associations, nongovernmental organizations (NGOs), and professional sports organizations. The Healthy Weight Commitment Foundation (HWCF) promotes ways to help people achieve a healthy weight through energy balance—calories in and calories out. It focuses its efforts on two critical areas—families and schools—through its Together Counts™ campaign.

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