Healthy Weight Commitment Foundation and Discovery Education Recognize Schools Fostering Healthy Environments through USDA’s HealthierUS Schools Challenge

National program provides cash rewards and needed training to schools promoting nutrition and physical activity

Washington, D.C - The Healthy Weight Commitment Foundation (HWCF) and Discovery Education today announced the three winners of their HealthierUS Schools Challenge Sweepstakes. Oak Grove Lower School of Hattiesburg, Miss., won grand prize and will receive $10,000 to advance their school’s physical education and food service programs. Second prize of $1,000 went to Atchison County Community Elementary School in Effingham, Kan., to be used toward the purchase of new gym and field equipment. 15th Street Elementary of San Pedro, Calif., was selected as the third place winner and will receive a professional development workshop from the National Food Service Management Institute (NFSMI).

The HealthierUS Schools Challenge is a voluntary initiative established in 2004 by the USDA. The program recognizes schools participating in the National School Lunch Program that are creating healthy school environments through the promotion of nutrition and physical activity. HWCF, in partnership with Discovery Education, recognized the value of this challenge and launched an incentive program for schools who had qualified for a USDA Gold, Bronze or Silver award. The sweepstakes received 18,707 entries, and one school was chosen from each level of distinction.

“It is imperative the students learn about active, healthy living at school,” says HWCF President Lisa Gable. “We are committed to supporting programs such as these that encourage teachers and administrators to focus on the importance of nutrition education and physical activity in schools.”

“We are so grateful for the support of HWCF in promoting the HealthierUS Schools Challenge,” says Deputy Under Secretary Janey Thompson of the USDA. “As more schools get involved, more students will be given the education they deserve.”
“Discovery Education is proud to partner with the Healthy Weight Commitment Foundation to help students to explore their curiosity in a variety of curricular areas and gather the knowledge they need to lead healthy lifestyles,” said Mary Rollins, Discovery Education vice president. “The HealthierUS Schools Challenge gives schools the resources they need to teach students important lessons that extend beyond the classroom.”

Dr. Katie Wilson, the Executive Director the National Food Service Management Institute (NSFMI), the organization that supports education and training for schools competing for the Healthier US Schools Challenge, added, “HWCF’s incentive programs are having a direct impact in the lives of students and provide much needed support as schools are seeking to improve their physical education and food service programs.”

About Healthy Weight Commitment Foundation
The Healthy Weight Commitment Foundation brings together over 200 retailers, food and beverage manufacturers, restaurants, sporting goods and insurance companies, a professional sports organization, NGOs, trade associations, and the U.S. Army aimed at doing their part to help families reduce obesity, especially childhood obesity.

About Discovery Education
Discovery Education transforms classrooms, empowers teachers and captivates students by providing high quality, dynamic, digital content for grades K-12 and community colleges. Powered by Discovery Communications (NASDAQ: DISCA, DISCB, DISCK), the number one nonfiction media company in the world, Discovery Education is the global leader in standards-based digital media, professional development, assessment tools and a passionate educator network to support districts in accelerating student achievement. Discovery Education services like Discovery Education streaming, Discovery Education Techbook and Discovery Education Higher Ed, are in more than half of all US schools and 35 countries around the world. Explore the future of education at www.discoveryeducation.com.