For Immediate Release
July 26, 2010

Contact: Sean McBride
202.309.3050
smcbride@dsmstrategic.com

The Healthy Weight Commitment Foundation Joins Morning Show ‘The Balancing Act’ Airing on Lifetime Television

Air Dates are August 23 and September 27, 2010

(Pompano Beach, FL) — The Balancing Act welcomes the Healthy Weight Commitment Foundation (HWCF), a CEO-led organization launched in October 2009. The HWCF is engaged in a national multi-year effort designed to help reduce obesity—especially childhood obesity—by 2015. Special guest Lisa Gable, the Foundation’s Executive Director, also joins the show to share with viewers the problems associated with obesity—and some solutions. Make sure you tune in to The Balancing Act on August 23 at 7:00am (ET/PT) and September 27 at 7:00am (ET/PT) as they air on Lifetime Television.

“Obesity is a multi-faceted problem, stemming from how people eat and how little time they make for physical activity,” Gable says. “The solution is energy balance – taking fewer calories in and burning more calories out through physical activity. Teaming up with The Balancing Act is a great way to get the message out.”

Meta Cichansky, Program Director of The Balancing Act says, “Energy Balance is definitely a subject we all need to learn more about and understand better. The childhood obesity epidemic in our country is something we must all take individual responsibility for. The responsibility often falls to women to shop smarter, create family meals and take the time to enjoy them together. It also is usually up to us to see that our families are engaging in physical activities to burn the calories we eat. The Balancing Act is committed to educating, engaging and enlightening our viewers on energy balance and the connection between food & physical activity.”

Obesity is a problem that the members of the HWCF have been concerned about for some time. That’s why they came together in a unique coalition of more than 95-retailers, food and beverage manufacturers, restaurants, sporting goods, insurance companies, trade associations and NGO’s.
The problem of obesity has captured the attention of the world, especially as more and more children suffer from it. Here in the United States, one of the reasons it has become a focal point of attention is the work of First Lady Michelle Obama.

Mrs. Obama’s launch of her “Let’s Move” initiative was a turning point. The First Lady is taking on a problem facing millions of parents. And she has propelled it onto the national agenda. More and more people recognize childhood obesity, and obesity in general, as an urgent issue. Among other steps, Mrs. Obama has announced the partnership between the HWCF and Partnership for a Healthier America, an organizations founded to support her child obesity initiative.

For more information visit www.healthyweightcommit.org.

About HWCF: The Healthy Weight Commitment Foundation, a CEO-led organization, is a national, multi-year effort designed to help reduce obesity—especially childhood obesity—by 2015. It’s a first-of-its kind coalition that brings together more than 95 retailers, food and beverage manufacturers, restaurants, sporting goods and insurance companies, trade associations and NGO’s.

The Foundation promotes ways to help people achieve a healthy weight through energy balance—fewer calories in and more calories out. It focuses on three critical areas – the marketplace, the workplace and schools.

About The Balancing Act: The TV show airs on Lifetime Television at 7:00am (ET/PT) - and is America’s premier morning show that’s about women, for women, and trusted by women. Celebrating life and all there is to accomplish, The Balancing Act inspires and empowers with entertaining and educational segments, placing women in the best position to achieve success in every area of their lives. For information or to view a show, visit www.TheBalancingAct.com. For the show’s newsletter go to www.thebalancingact.com/join.php. For more details about The Balancing Act, LLC please visit parent company O2 Media Inc. at www.o2mediainc.com. For Media-Marketing Relations, contact Steve Zucker, szucker@o2media.com, (954) 691-1102.