Girl Scouts of the USA, Healthy Weight Commitment
Foundation Launch Customized Journeys to Start
Young Girls on a Course to Active, Healthy Lifestyles

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WASHINGTON D.C. – In its continuing efforts to encourage healthy physical activity and nutritious eating, the Healthy Weight Commitment Foundation (HWCF) has entered into a new partnership with Girl Scouts of the USA (GSUSA) to provide a turnkey customization of three Journey books (the national Girl Scout leadership curriculum) that will offer a focus on health and wellness. This will enable Daisies, Brownies and Juniors to learn how to be leaders who take care of themselves and inspire others to do the same.

The partnership will build on the organizations’ areas of proven expertise to reach young girls with information about how to pursue an active, healthy lifestyle.

“These customized Journeys that incorporate concepts of energy balance—calories in and calories out—will fill a new niche in the effort to encourage active, healthy living and to counter childhood obesity,” said HWCF President Lisa Gable. “The initiative will reach girls as soon as they are old enough to begin thinking seriously about living a healthy lifestyle, and while they are still at a stage when they are shaping their attitudes and habits.”

This educational initiative, funded by a $250,000 grant from HWCF, will give young girls the guidance they need when they are setting their own personal goals. The grant will be used to create booklets linking Journeys to key concepts found in the Energy Balance 101 curriculum, which HWCF developed together with Discovery Education and the National Association for Sport and Physical Education (NASPE). The guides will be used for 3 years and will provide GSUSA councils and volunteers a turnkey model for delivering a Journey that focuses on energy balance. HWCF social media and education teams will work closely with GSUSA to customize and promote the booklets. The free booklets will be widely distributed and also made available for download.

The two organizations announced they would be launching the program last week at the 2011 Girl Scout National Council Session/52nd convention. On Saturday, November 12th,
the Healthy Weight Commitment Foundation also hosted a Together Counts(TM) walk with over 250 Girl Scouts in Houston, TX.

“This initiative will be a valuable and constructive journey for young girls, helping them to build an active, healthy lifestyle as they grow and mature,” Ms Gable said.

**About Healthy Weight Commitment Foundation** The Healthy Weight Commitment Foundation brings together over 185 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 Girl Scouts of the USA** Founded in 1912, Girl Scouts of the USA is the preeminent leadership development organization for girls with 3.2 million girl and adult members worldwide. Girl Scouts is the leading authority on girls' healthy development, and builds girls of courage, confidence, and character, who make the world a better place. The organization serves girls from every corner of the United States and its territories. Girl Scouts of the USA also serves American girls and their classmates attending American or international schools overseas in 90 countries. For more information on how to join, volunteer, reconnect, or donate to Girl Scouts, call (800) GSUSA 4 U or visit [www.girlscouts.org](http://www.girlscouts.org).

**About Discovery Education** Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) revolutionized television with Discovery Channel and is now transforming classrooms through Discovery Education. Powered by the number one nonfiction media company in the world, Discovery Education combines scientifically proven, standards-based digital media and a dynamic user community in order to empower teachers to improve student achievement. Already, more than half of all U.S. schools access Discovery Education digital services. Explore the future of education at [www.discoveryeducation.com](http://www.discoveryeducation.com).

**About the National Association for Sport and Physical Education (NASPE)** The preeminent national authority on physical education and a recognized leader in sport and physical activity, the National Association for Sport and Physical Education (NASPE) is a non-profit professional membership association that sets the standard for practice in physical education and sport. NASPE’s 15,000 members include: K-12 physical education teachers, coaches, administrators, researchers, and college/university faculty who prepare professionals in these areas. NASPE seeks to enhance knowledge, improve professional practice, and increase support for high-quality physical education, sport and physical activity programs. It is the largest of the five national associations that make up the American Alliance for Health, Physical Education, Recreation & Dance (AAHPERD). For more information, visit [www.naspeinfo.org](http://www.naspeinfo.org).