Healthy Weight Commitment Foundation and Discovery Education Win Colorado Foundation Nutrition Policy Video Contest

$1000 award to be gifted to subject of winning video, Sheldon Elementary School in Richmond, CA

Washington, D.C. – The Healthy Weight Commitment Foundation (HWCF) today announced that their Energy Balance 4 Kids with Play (EB4K) program and Sheldon Elementary in Richmond, California were awarded $1000 for the Nutrition Policy Video Contest from the Colorado Foundation for Health and the Environment. EB4K is an evidence-based program that promotes nutrition, physical activity, and energy balance knowledge and behavior changes in kids led by Registered Dietitian (RD) Nutrition Coaches and Recess Coaches. It was developed by the Academy of Nutrition and Dietetics Foundation and Playworks with funding support from the HWCF.

The winning video which was filmed by Discovery Education, chronicled Sheldon Elementary’s experience with the two-year intervention program, which encouraged the concept of energy balance – balancing calories in (what you eat) with calories out (exercise). The $1000 prize will go toward sustaining the program for Sheldon students.

Lisa Gable, President of HWCF, said, “We are honored to have our work here in Richmond rewarded and look forward to seeing the long-term impact on Sheldon Elementary students. That is why we decided to donate the $1000 prize to the school so that they can continue to learn the importance of active, healthy living.”

The University of California – Berkeley will analyze the impact of the EB4K program at Sheldon Elementary and four other West Contra Costa Unified Elementary Schools. The results are set to be released by the end of the year, but the faculty at Sheldon Elementary has already seen the impact of the program.

“The students, staff, and families at Sheldon Elementary benefitted greatly from the registered dietitian and recess coach that implemented the Energy Balance for Kids with Play program in our school for the past 2 years,” said Sheldon Elementary Principal Sonja Bell, “We were thrilled that the video highlighting the EB4K with Play program at our school won an award by the Colorado School of Public Health.”
About Healthy Weight Commitment Foundation
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 250 retailers, food and beverage manufacturers, restaurants, sporting goods and insurance companies, trade associations and non-governmental 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.

About Discovery Education
Discovery Education is the global leader in standards-based digital content for K-12, transforming teaching and learning with award-winning digital textbooks, multimedia content that supports the implementation of Common Core, professional development, assessment tools, and the largest professional learning community of its kind. Available in over half of all U.S. schools, community colleges and in 50 countries around the world, Discovery Education partners with districts, states and like-minded organizations to captivate students, empower teachers, and transform classrooms with customized solutions that accelerate academic achievement. Discovery Education is powered by Discovery Communications (NASDAQ: DISCA, DISCB, DISCK), the number one nonfiction media company in the world. Explore the future of education at http://www.discoveryeducation.com