ANNIKA Foundation Partners with Healthy Weight Commitment Foundation To Reduce Childhood Obesity

Orlando, Fla. – The ANNIKA Foundation, whose mission is to teach children the importance of living a healthy, active lifestyle through fitness and nutrition, has partnered with the Healthy Weight Commitment Foundation (HWCF), a national CEO-led multi-year initiative launched in October 2009 to help reduce obesity – especially childhood obesity – by 2015.

“We are thrilled to partner with the leading organizations in this country that are all focused on tackling the issue of childhood obesity,” said hall of fame golfer Annika Sorenstam, founder of the ANNIKA Foundation. “We are looking forward to working closely with the HWCF and its members to pursue programs and initiatives to help and encourage children - and their parents – to get healthy and active.”

The HWCF is an unprecedented partnership that brings together more than 125 retailers, food and beverage manufacturers, sporting goods and insurance companies, restaurants, trade associations, professional sports organizations, non-governmental organizations, the U.S. Army and professional athletes. HWCF wants to help consumers lead active, healthy lives by making energy balance – calories in balanced with calories out - a daily habit. The goal is to encourage access and provide opportunities for physical activity and healthier nutrition options in the marketplace, the workplace and schools.

“Together we will advance important goals – including one with which the ANNIKA Foundation is especially identified: Making sure that young people get to lead a healthy, active lifestyle, regardless of where they live or their parents’ financial resources,” said Lisa Gable, executive director of the Healthy Weight Commitment Foundation.

In addition to the ANNIKA Foundation, partners of the HWCF include over 85 local and national organizations and 40 corporate members who are also focused on promoting active, healthy lifestyles and making a real impact in the area of childhood obesity.

About the ANNIKA Foundation
The ANNIKA Foundation teaches children the importance of living a healthy, active lifestyle through fitness and nutrition, and offers aspiring junior golfers opportunities to
pursue their dreams. A primary focus for the ANNIKA Foundation is to identify the greatest needs and opportunities to make an impact by developing sports and physical fitness programs for kids. A key focus is to provide resources that increase participation and access where it is not currently available or affordable, and promote awareness for the importance of leading a healthy, active lifestyle. More information about the ANNIKA Foundation can be found at [www.annikafoundation.org](http://www.annikafoundation.org).

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