Healthy Weight Commitment Foundation Continues its Commitment to Battle Childhood Obesity

Greater Focus on Grassroots Impact Through Innovative Partnerships

(Washington, D.C.) The Healthy Weight Commitment Foundation (HWCF) today announced its continued commitment to battle childhood obesity through grassroots partnerships, health and wellness curriculum and new members of the organization’s Board of Directors. Having distributed its award-winning Together Counts™ curriculum to over 33 million pre-K - grade five students, the Foundation is unwavering in its efforts to fight childhood obesity in schools and communities across the country through its curriculum and resources.

As part of its effort to expand its meaningful partnerships with key not-for-profit groups in the health and wellness arena, the HWCF recently entered into a new, dynamic partnership with the National 4-H Council, the nation’s largest youth development organization. The HWCF and National 4-H Council will collaborate to develop and cross-promote healthy lifestyle content and school curriculum that reaches school-aged children and their families; activity that amplifies the health and wellness reach and impact of both organizations.

With a focus on the whole child through health and wellness and their families and schools, Together Counts program, HWCF’s award-winning health and wellness school curriculum for students in pre-kindergarten through fifth grade, developed and distributed in collaboration with Discovery Education, is being updated with a new focus on wellness. The new curriculum will be available for free to families, communities and schools in April 2016 and supports the Federal Government’s recently issued 2015 Dietary Guidelines for Americans. The Together Counts: Healthy Decisions, Healthy Habits curriculum is also aligned to national education standards and provides teachers and students with easy to understand tools and information that helps them achieve and maintain a healthy diet and active lifestyle.

“The Healthy Weight Commitment is having a positive impact in the battle against obesity,” said Becky Johnson, Executive Director of the Healthy Weight Commitment Foundation. “We have seen signs childhood obesity rates among some age groups have plateaued or are receding, and as we look to the future, I am excited about the many ways the Foundation will continue to make a real difference in the effort to solve childhood obesity within a generation.”
To support its focus on grassroots outreach and health and wellness, the Foundation is updating its governance structure by electing a new Board of Directors, comprised principally of senior executives with expertise in health & wellness and public affairs. Stephanie Childs, PepsiCo Vice President, Federal Affairs, and head of the company’s Washington, D.C. office, has been elected as the new Chairman of the Board of Governors of the HWCF. Indra Nooyi, Chairman and Chief Executive Officer of PepsiCo, and most recent past Chair of the HWCF Board of Governors, is now Chairman Emeritus of the HWCF Board.

“It is an honor to join one of the most successful public-private partnerships focused on helping American children and families achieve and maintain an active, healthy lifestyle,” said Ms. Childs. "While the Foundation has quickly become one of the most influential organizations in the health and wellness arena, there is no doubt that more work remains. I look forward to fully leveraging its resources and partnerships to continue to impact real people – at school, at home and in their communities.”

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**About the Healthy Weight Commitment Foundation**
The Healthy Weight Commitment Foundation (HWCF) is a broad-based not-for-profit organization whose mission is to help reduce obesity, especially childhood obesity, by encouraging positive and permanent lifestyle changes among school-aged children and their families. The Foundation develops and implements innovative and collaborative educational, marketplace and community solutions with its coalition of 300 corporate and not-for-profit partners. Through its free, award-winning Together Counts™ healthy lifestyle school curriculum, the Foundation has reached more than 33.4 million students. As the first commitment to First Lady Michelle Obama’s Let’s Move initiative and verified by the Robert Wood Johnson Foundation, the HWCF’s food and beverage company members gave consumers more lower calorie options by removing 6.4 trillion calories from their products—surpassing their pledge by more than 400% three years ahead of schedule.

**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, professional development, and the largest professional learning community of its kind. Serving 3 million educators and over 30 million students, Discovery Education’s services are in half of U.S. classrooms, over 40 percent of all primary schools in the UK, and more than 50 countries. Discovery Education partners with districts, states and like-minded organizations to captivate students, empower teachers, and transform classrooms with customized solutions that increase 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 www.discoveryeducation.com.

**About National 4-H Council**
4-H, the nation’s largest youth development organization, grows confident young people who are empowered for life today and prepared for career tomorrow. 4-H programs empower nearly six million young people across the U.S. through experiences that develop critical life skills. 4-H is the youth development program of our nation’s Cooperative Extension System and USDA, and serves every county and parish in the U.S. through a network of 110 public universities and more than 3000 local Extension offices. Globally, 4-H collaborates with independent programs to empower one million youth in 50 countries. The research-backed 4-H experience grows young people who are four times more likely to contribute to their communities; two times more likely to make healthier choices; two times more likely to be civically active; and two times more likely to participate in STEM programs.