



2010

September is National
Childhood Obesity
Awareness Month



Adults, lead by example!

Why A National Childhood Obesity Awareness Month?

In the past four decades, obesity rates in the United States have soared among all age groups. This **rise in obesity rates has affected our youth in alarming fashion**. Childhood obesity has increased more than fourfold among those ages 6 to 11. Over 23 million children and teenagers in the United States ages 2 to 19 are obese or overweight, a statistic that health and medical experts consider an epidemic. And this epidemic puts nearly one third of America’s children at early risk for Type 2 diabetes, high blood pressure, heart disease and even stroke – conditions usually associated with adulthood. Even greater disparities exist among young Hispanics and children of color.

But there are opportunities every day to change these trends. And this September, there is an extraordinary opportunity to build awareness and take action – nationally, as well as in your state, city, workplace and home.

What is Anytime Fitness Kearney doing about it?

Anytime fitness of Kearney is offering the **30/30/30** call to action during the Childhood Obesity Awareness Month. We are offering a **free 30-minute personal training session, 30 days free at the club**, and a **\$30 enrollment fee** as a significant and valuable call to action

August Big 10

1. Jason Lavene
2. Jodee Hubbard
3. Jill Cook
4. Madeline Knodel
5. Ben Porter
6. Wendel Cross, Herb Johnson, Stuart Schweitz, Lindsey Reese
7. Erin Blasé, Nathan Findley, Nathan Sheldon, Gordon Thiessen, Diann Martin
8. Kelli Desel, Jason Fox, Tyler Reiss, Evan Ross
9. Rene Besse, Kami Lammers, Levi Lash, Riley Myers, Paul Perkins, Kari Radke
10. Aaron Kimberly, Roy Machamire, Billy Stevens,



McNabb Encourages D.C. Area Communities to Fight Chronic Diseases:

'We Can Beat This!'

The Washington Redskins and GlaxoSmithKline (GSK) are teaming up with Redskins quarterback and health advocate Donovan McNabb to help tackle the nation's childhood obesity epidemic.

As the newly appointed 2010 Redskins Health Ambassador, McNabb will work side by side with Washington, D.C. youth to demonstrate fun and easy ways to make exercise part of their daily lives.

Beating childhood obesity is a top priority on the local and national agenda, gaining momentum through the Redskins commitment to the Play 60 movement for an active generation and first lady Michelle Obama's "Let's Move!" campaign.

Washington, D.C., has one of the highest childhood obesity rates in the nation, which has long-term implications since obesity is linked to chronic diseases like diabetes, heart disease and some forms of cancer.

"We can beat this!" McNabb said. "I'm so excited to teach kids and their parents how exercising for 60 minutes a day will keep them healthy and help prevent chronic diseases. Football has always motivated me to stay active, fit and healthy, and I want to motivate kids to find an activity that will help them do the same.

"Seeing the effect chronic disease has had on my father's life has pushed me to help kids take up healthy habits and provide them with the right tools for a healthier future. Like I tell my father: together, we can beat this."



Redskins "Play 60" at FedExField (Sept. 21), an event made possible by the Washington Redskins Charitable Foundation and GlaxoSmithKline that will bring together more than 1,000 kids from around Washington, D.C. to teach them that exercising and staying active is fun and good for their health. McNabb, joined by teammates and the Redskins Cheerleaders, will lead more than 1,000 kids through an interactive group fitness session to highlight the importance of daily exercise and healthy food choices and to establish the Guinness World Record for the "largest virtual exercise lesson."

"On the field, Donovan McNabb is a fierce competitor and exceptional leader, and we are proud to work with him off the field to help kids stay healthy," said Jack Bailey, Senior VP, GlaxoSmithKline. "GlaxoSmithKline and the Washington Redskins are committed to beating chronic diseases and improving the health of our nation through programs focused on wellness that empower Americans to prevent chronic diseases by making healthy decisions like eating better, increasing physical activity and quitting smoking."