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September 27, 2010

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## **Healthy Weight Commitment Foundation, ‘nPLAY: New Partnership Launched to Promote Physical Activity Among Young Americans**

WASHINGTON, D.C. – The Healthy Weight Commitment Foundation (HWCF) announced today that ‘nPLAY – a coalition of 23 elite athletes from 11 different sports – has joined the Foundation to advance their common goal of supporting physical education and physical activity programs among young people.

“This is an excellent way to mark September as National Obesity Month. Physical activity is one of the most important elements of combating obesity in America, and together we can advance that goal,” said HWCF executive director Lisa Gable. “Our commitment is to reduce obesity, especially child obesity, by increasing calories expended through physical activity and reducing calories consumed – fewer calories in, more calories out.”

The primary mission of ‘nPLAY is to focus on financially supporting physical education and physical activity programs in low-income areas, which statistically suffer the highest rates of childhood obesity in the United States.

“Every child in this country should have the opportunity to play and be physically active,” said ‘nPLAY co-chairman Grant Hill, star forward with the Phoenix Suns. “We are excited to have the Healthy Weight Commitment Foundation and this group of all-star CEOs and companies as teammates. Working together, both organizations will be more effective.”

‘nPLAY co-chairman Jennie Finch, Olympic gold medal softball pitcher, said there are valuable synergies between her organization and the Healthy Weight Commitment Foundation.

“We both recognize the importance of physical activity,” Ms Finch said. “Too many young people are not getting the opportunity they need for exercise. It’s time to change that and give them the same opportunities we had as children.”

### About ‘nPLAY

‘nPLAY is a peer-to-peer movement in which one athlete asks another to help, building membership and momentum. The organization’s initial focus is to help schools meet the criteria of the Healthier US Schools Challenge. ‘nPLAY and the USDA-Food Nutrition Services are in

the process of developing a partnership that will focus on increasing the time dedicated to physical activity/education in targeted schools.

#### About Healthy Weight Commitment Foundation

The Healthy Weight Commitment Foundation is a first-of-its kind coalition that brings together over 115 retailers, food and beverage manufacturers, sporting goods and insurance companies, restaurants, a professional sports association, trade associations, NGOs and the Army. The Foundation focuses on activities in schools, the workplace and the marketplace to promote healthy weight among Americans by balancing the energy they consume with the energy they expend through physical activity.

#### **HWCF Members:**

1. 6KidsNFit
2. American Council for Fitness and Nutrition Foundation
3. American Dietetic Association Foundation
4. American Wholesale Markets Association
5. Ashley Shaffer, Miss New Jersey
6. Association of Junior Leagues International
7. Baby Goes Pro
8. Be Active Florida
9. Bio Vittoria Limited
10. Brookshire Grocery Company
11. Bumble Bee Foods, LLC
12. California Fresh Fundraisers LLC
13. Campbell Soup Company
14. CATCH – Coordinated Approach to Child Health
15. Charles the Chef
16. ConAgra Foods
17. Core Wellness Life Coaching LLC
18. Darden Restaurants
19. Del Monte Foods
20. Discovery Education
21. Dish with Eileen
22. Doctors Direct Healthcare
23. Dream Dinners
24. Einstein Noah Restaurant Group
25. Exercise is Medicine
26. Exergame Fitness
27. eXtension
28. Festival Foods (Minnesota)
29. Fields of Dreams
30. FitCity, a division of Learning Well, Inc.
31. Fitness Feria
32. FoodCALC
33. Food City
34. Food Marketing Institute

35. General Mills, Inc.
36. GetSweaty
37. Girl Scouts of the USA
38. Global Dairy Platform
39. Gonzalez Northgate Market
40. Good Sports
41. Grains for Health Foundation
42. Grocery Manufacturers Association
43. Harris Teeter, Inc.
44. Hartley Brand (H & H Products Co.)
45. Health-E-tips and JAM School Program
46. Healthcorps (Health + Healing Network)
47. Healthy Dining Finder
48. Healthy Lifestyle Choices
49. Hy-Vee, Inc.
50. IFIC Foundation
51. IGA, Inc.
52. ILSI Research Foundation
53. Institute of Food Technologists
54. Jax Markets
55. Kellogg Company
56. Kraft Foods Inc.
57. Len Saunders
58. Mars, Incorporated
59. Martin's Supermarkets
60. McCain Foods
61. McCormick & Company, Inc.
62. MEND
63. National Association for Sport & Physical Education
64. National Business Group on Health (channel partner on Your Wellness Advantage portal)
65. National Wildlife Federation
66. Nestlé USA
67. NFL Play 60
68. 'nPlay
69. Nutralife
70. Our Park Place
71. Outdoor Foundation
72. Passport to Health
73. Paul Pierce's The Truth on Health
74. PE4life
75. PepsiCo Foundation
76. PepsiCo, Inc.
77. Pink Lady America LLC
78. Playworld Systems
79. Price Chopper
80. Prince William Trails and Streams Coalition

81. PureCircle Limited
82. Rails-to-Trails Conservancy
83. Ralston Foods/Post Foods, LLC (Ralcorp Holdings, Inc.)
84. Redner's Markets, Inc.
85. Road Runners Club of America
86. Safeway Inc.
87. Sara Lee Corporation
88. Schnuck Markets, Inc.
89. Shannon Miller, 7 Time Olympic Medalist
90. Shop Rite of Hunterdon Co., Inc.
91. Skogen's Festival Foods
92. Snack Foods Association
93. SPARK
94. Tate & Lyle
95. The Balancing Act
96. The Coca-Cola Company
97. The Hershey Company
98. The J.M. Smucker Company
99. The National Activity Plan
100. The National Theatre for Children
101. The PGA of America (The Professional Golfers' Association of America)
102. The Sports Authority
103. Tommy the Tomato
104. TOPS Club, Inc.
105. TriWest Healthcare Alliance
106. Unilever
107. United Supermarkets, Ltd.
108. U.S. Army
109. U.S. Chamber of Commerce
110. U.S. National Physical Activity Plan
111. USA Rugby
112. Wakefern Food Corporation
113. W. K. Kellogg Foundation
114. WalkStyles, Inc.
115. Women Impacting Public Policy