



**BOYS & GIRLS CLUBS
OF SOUTHEAST GEORGIA**

Press Release

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Brunswick, Georgia

ENDING CHILDHOOD OBESITY

First Lady Michelle Obama recently launched a new campaign, Let's Move, designed to eliminate childhood obesity in a generation.

"It's an ambitious goal, but we don't have time to wait," said Mrs. Obama.

Combating childhood obesity will be quite an undertaking, considering that the number of obese children in the U.S. has *quadrupled* since 1960. Most obese adolescents become obese adults, setting the stage for dangerous health conditions, such as heart disease, stroke and some forms of cancer. Currently, some 32 percent of America's children are overweight or obese.

At the Boys & Girls Club(s) of Southeast Georgia we understand the urgency of this situation. For years, we have been on the front lines in the battle against childhood obesity. Through programs such as Triple Play, we teach young people how to not only eat better, but also increase the number of hours they spend engaging in physical activity and strengthen their abilities to form healthy relationships.

We know these programs work. An independent, in-depth study by Youth Development Strategies, Inc. shows that Triple Play participants, especially girls, significantly increased their daily amount of physical activity compared to their peers outside the program. In addition, participating Boys & Girls Club members have shown an increase in overall nutrition knowledge and feeling of control over their own lives.

ENDING CHILDHOOD OBESITY - continued

Despite these encouraging results, there is still a long way to go to solve the childhood obesity epidemic. As Mrs. Obama said during her press conference announcing the initiative, every American has a part to play in resolving this issue, including nonprofit organizations, businesses, medical professionals, as well as parents and schools. Each of us has a stake in this battle – whether it’s because of a personal connection with someone who is struggling with these issues, or simply a desire to reduce health care costs. That means we all can, and must, play a role in solving this problem.

Eating well, exercising regularly and making good lifestyle choices help lay the foundation for success. Studies prove that a healthy lifestyle keeps young minds more alert, and can also boost confidence and self-esteem.

Solving this dangerous problem is a tall order. But it can be done if we lead by example, encourage our children to become more physically active and support local youth development organizations, such as Boys & Girls Clubs.

If we all play a part, we can ensure long, healthy lives for generations to come.

About Boys & Girls Clubs of Southeast Georgia

Boys & Girls Clubs of Southeast Georgia consists of six clubs serving over 3500 youth on an annual basis. Known as “The Positive Place for Kids,” the Clubs provide guidance-oriented character development programs on a daily basis for children 5-19 years old, conducted by a full-time professional staff. Key Boys & Girls Club programs emphasize character and leadership development, education and career development, health and life skills, the arts, sports, fitness and recreation.

To find out more about the programs offered at the Boys & Girls Clubs of Southeast Georgia or for more information please visit www.apositiveplace.net

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