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LiveWell Colorado “Challenge” Campaign Launches Statewide

*Vibrant Campaign Encourages Coloradans to Help Each Other
Lead Lives of Healthy Eating and Active Living*

October 7, 2009 – Denver, CO – LiveWell Colorado (<http://www.livewellcolorado.org>), a non-profit organization committed to reducing obesity in Colorado by inspiring healthy eating and active living, last week launched a statewide campaign encouraging all Coloradans to challenge each other and their communities to live well. Although Colorado still holds the title of “leanest state in America,” the percentage of overweight and obese citizens in the state is on the rise. LiveWell Colorado, led by a five-year strategic plan, is committed to fighting the obesity epidemic through consumer education and policy and environmental changes.

“Though Colorado ranks as the nation's leanest state, it's certainly not cause for celebration. The fact that nearly 19 percent of adults in our state are obese is cause for concern,” said Maren Stewart, president and CEO of LiveWell Colorado. “LiveWell Colorado is leading the way in challenging Colorado to become healthier.”

Tapping into the creativity of Denver-based Suple Advertising & Design, LiveWell Colorado will blitz the state this fall with a campaign focused on the theme, “Challenge.” Last Wednesday, the campaign kicked off with a flash mob in three cities across the state. In Denver, Greeley and Grand Junction, more than 100 people stripped down to retro, 1980's-inspired work out gear and performed aerobics, leaving passersby engaged and amused. View the video here: <http://www.livewellcolorado.org/challenge>.

In addition, citizens will notice billboards that spell “Indulge” in healthy and colorful fruits and vegetables and “Ride” made up of bikes, skis, snowboards and more (view art here: <http://www.livewellcolorado.org/challenge>); see television commercials that provoke citizens to challenge others to make healthy choices in everyday locations (watch a spot here: <http://www.livewellcolorado.org/challenge>); and enjoy a delicious array of non-traditional tactics that will ensure healthy competition among friends and family, colleagues and total strangers.

LiveWell Colorado’s commitment to promote healthy eating and active living is underscored by statistics that indicate that obesity is a critical issue within the state’s borders. Colorado’s adult obesity rate has nearly doubled since 1995 and, according to a July report by the Trust for America’s Health and Robert Wood Johnson Foundation, more than one in four Colorado kids ages 10 to 17 are obese or overweight. The Colorado Department of Public Health and Environment’s Child Health Survey states that 25.8 percent of Colorado children ages 2 to 14 are either obese or overweight.

“Through comprehensive research we’ve found that leading a healthy lifestyle is more easily achieved when supported by the people with whom we live and work,” said Stewart. “This campaign is aimed at promoting that message – if we challenge and support each other to live well, we will succeed together.”

LiveWell Colorado has funded local community initiatives across the state since 2006 through its coordination with Kaiser Permanente, The Colorado Health Foundation and The Kresge Foundation. The organization became a 501(c)(3) in 2008 and named its first president and CEO, Maren C. Stewart, JD, APR, in April 2009. Today, led by its strategic plan, LiveWell Colorado aims to drive infrastructure changes in Colorado’s communities and encourage organizational and public policies that make healthy eating and active living choices accessible to all Coloradoans.

“By coming together as a state, we have the opportunity to support progress and keep Colorado in a leading position of health in our nation.” added Stewart.

To learn more about LiveWell Colorado or the campaign, visit <http://www.livewellcolorado.org>.

About LiveWell Colorado

LiveWell Colorado aims to provide every Coloradoan with access to healthy foods and opportunities for physical activity in the places they live, work, learn and play. This non-profit organization will realize its vision by elevating health and wellness awareness, augmenting funding for the most promising obesity reduction strategies and leveraging investments and resources. With the launch of Colorado’s strategic plan, Fostering Healthy People and Places: The Power of All of Us, LiveWell Colorado and its board of directors will implement an aggressive, coordinated statewide intervention to address the human and economic tolls of overweight and obesity and improve the health and

well being of all Coloradoans. For more information about LiveWell Colorado, visit www.livewellcolorado.org.

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