

press release



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LiveWell Colorado announces goal to ensure all Colorado kids eat healthy food in school

Major donor gift from local couple helps launch new campaign

Denver, June 12, 2012--LiveWell Colorado, a nonprofit dedicated to preventing obesity through healthy eating and active living, announced today it will expand its current school food initiative to ensure all children in Colorado have access to healthy food at school by 2022. To help launch this goal, LiveWell has received a \$1 million personal gift from Rob Katz, CEO of Vail Resorts, and his wife Elana Amsterdam. The gift, the first of its size for the Boulder couple, was given to LiveWell Colorado to support this campaign, an initiative unprecedented anywhere in the country.

As part of its mission to create sustainable healthy changes, LiveWell Colorado has worked with school districts throughout Colorado for the past two years to improve nutrition staff skills, knowledge and facilities to provide healthier student fare, in addition to creating programs that educate and engage students to make better choices.

"Serving kids healthier school meals is one of the most important things we can do to set our children up for success in all parts of their life," said Rob Katz, CEO of Vail Resorts. "Elana and I are thrilled to be able to support LiveWell Colorado in its groundbreaking efforts to give schools the tools they need to prepare higher quality and better tasting food and we are excited to help launch their fundraising drive for this important effort. The best way to solve our current health care dilemma is to stay healthier, and there is no better place to start than with our kids."

The gift by the Katz' kicks off the official launch of LiveWell Colorado's major gifts campaign focused on providing healthy foods at school. While Colorado is the "leanest" state for adults, still 58 percent are overweight or obese, and if rates

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continue, only 17 percent will be at a healthy weight in five years. The state fares worse for children—Colorado is ranked 23rd for childhood obesity with the second fastest rising childhood obesity rate in the country.

“This is a transformative gift not only for LiveWell Colorado, but for all Colorado children who deserve the opportunity to eat wholesome food at school and learn healthy habits that will last a lifetime,” said Maren Stewart, President and CEO of LiveWell Colorado. “Rob and Elana have shown great leadership in supporting the health of the next generation through this gift, and we hope it inspires other large donors to take part in this important undertaking.”

“Reducing obesity and improving the health of all Coloradans strengthens the state’s workforce, economy and student achievement,” said Gov. John Hickenlooper. “Programs like this, that support healthy and well-nourished children, will help make Colorado the healthiest state in the nation.”

About LiveWell Colorado

LiveWell Colorado is a nonprofit organization committed to preventing and reducing obesity in Colorado by promoting healthy eating and active living. Leading a comprehensive approach, LiveWell Colorado inspires and advances policy, environmental and lifestyle changes that aim to provide every Coloradan with access to healthy foods and opportunities for physical activity in the places they live, work, learn and play. LiveWell Colorado’s strategic partners and funders are the Colorado Health Foundation, Kaiser Permanente, and the Colorado Department of Public Health and Environment. For more information about LiveWell Colorado, visit www.livewellcolorado.org. “Like” LiveWell Colorado on [Facebook](#) or “follow” @livewellco on [Twitter](#).