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**LiveWell Colorado Announces Upcoming Webinar,
“Understanding Your Community: the Key to Building an Impactful,
Sustainable Coalition”**

***Learn How to Create Sustainable Coalitions Focused on Healthy Eating, Active Living
Strategies***

Denver, CO – September 3, 2009 – LiveWell Colorado (www.livewellcolorado.org), a non-profit organization committed to reducing obesity in Colorado by inspiring healthy eating and active living, today announced an upcoming webinar, **“Understanding Your Community: the Key to Building an Impactful, Sustainable Coalition.”** The webinar will be held Thursday, September 24, 2009, at 12 p.m. MDT. To register, visit <https://www2.gotomeeting.com/register/883087666>.

“Understanding Your Community; the Key to Building an Impactful, Sustainable Coalition” will focus on the importance of understanding a community’s issues and circumstances when building a coalition to implement healthy eating, active living strategies. Panelists will discuss steps that should be taken when preparing to build a coalition, including identifying gaps and opportunities present in the community; understanding community members’ needs and “hot buttons”; and recognizing potential sources of resistance, including cultural barriers, political hurdles and apathy. The webinar will also explore tips, tools and best practices LiveWell Colorado has identified to effectively recruit and sustain a coalition.

Community coordinators from two successful LiveWell Colorado community initiatives will demonstrate how they planned for, recruited and retained coalitions that have driven effective strategy implementation. These case studies will demonstrate how coalitions can be effectively built and sustained in different environments with varied strategic goals.

The free, one-hour webinar will feature Leslie Levine, MPH, technical assistance coordinator for LiveWell Colorado, as well as case studies presented by community coordinators from LiveWell Colorado’s community initiatives.

The webinar will fill up quickly, so sign up today at <https://www2.gotomeeting.com/register/883087666>. For more information about LiveWell Colorado, please 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. LiveWell Colorado is funded by The Colorado Health Foundation, Kaiser Permanente and the Kresge Foundation. For more information about LiveWell Colorado, visit www.livewellcolorado.org.

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