



## MEDIA ADVISORY

### **LT. GOVERNOR BARBARA O'BRIEN TO ENCOURAGE COLORADANS TO EAT BETTER AND MOVE MORE AT THE LIVEWELL COLORADO LAUNCH**

- WHAT:** LiveWell Colorado is a statewide initiative aimed at reducing overweight and obesity rates and related chronic diseases in Colorado. On March 1, 2007, LiveWell Colorado will announce more than \$2.5 million dollars in grants to 12 communities to promote healthy eating and active living through policies, programs and environmental changes.
- Sponsored by the Colorado Physical Activity and Nutrition Program at the Colorado Department of Public Health and Environment, The Colorado Health Foundation and Kaiser Permanente, this collaborative effort focuses on comprehensive community approaches to healthy lifestyles.
- WHO:** Lt. Governor Barbara O'Brien will join James Martin, executive director of the Colorado Department of Public Health and Environment, Anne Warhover, president of The Colorado Health Foundation, and Donna Lynne, president of Kaiser Permanente, at a news conference to announce the launch of the LiveWell Colorado initiative.
- WHEN:** 9:00 a.m.-9:40 a.m., Thursday, March 1, 2007.
- WHERE:** The West Steps of the Colorado State Capitol
- WHY:** According to the U.S. Surgeon General, obesity is the single greatest public health threat to the nation. In fact, poor nutrition and lack of physical activity are the second leading preventable causes of death in the U.S. and Colorado. The prevalence of overweight and obesity among Coloradans has been steadily increasing since the year 2000. Today, more than 36 percent are considered overweight and nearly 17 percent of are considered obese. Only 45 percent of are at a healthy weight (not obese, overweight or underweight), putting a large portion of the population at risk for cardiovascular disease, diabetes, cancer, hypertension and asthma.
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