



## **National PTA Continues to Combat Childhood Obesity** *Partners with Chef Jamie Oliver, releases healthy toolkit for parents*

**CHICAGO (April 16, 2010)** – Nearly one-third of American children are either overweight or obese, according to recent reports. That’s why National PTA<sup>®</sup> and Jamie Oliver, renowned chef and TV personality, created a toolkit for parents and families that features easy-to-use information on nutrition and physical activity.

“National PTA is working to mobilize parents and families to end the nation’s growing childhood obesity epidemic. By giving them the resources they need, like this toolkit, we are empowering families to eat healthy foods and to be active together,” said Charles J. “Chuck” Saylor, National PTA President. “Now more than ever, it is important to act and provide solutions and tools for families to address this important issue.”

The toolkit is inspired by Oliver and comes on the heels of his new TV series, “Jamie Oliver’s Food Revolution,” which airs **FRIDAYS (9:00-10:00 p.m., ET)** on the ABC Television Network. The toolkit includes family-friendly tips and techniques for parents and families on making small changes to eat healthier, shop smarter and be more physically active. The toolkit can be downloaded at [PTA.org](http://PTA.org).

The partnership builds on PTA’s Healthy Lifestyles Grant Program that works to increase access and awareness of healthy foods, increase physical activity for families, provide healthier food in schools, and equip parents and families with the information they need to keep their child healthy and ready to learn. Since the inception of the program three years ago, PTA has awarded more than 100 grants that have impacted more than 67,000 students in 34 states across the country.

### **About National PTA**

National PTA<sup>®</sup> comprises millions of families, students, teachers, administrators, and business and community leaders devoted to the educational success of children and the promotion of family engagement in schools. PTA is a registered 501(c)(3) nonprofit association that prides itself on being a powerful voice for all children, a relevant resource for families and communities and a strong advocate for public education. Membership in PTA is open to anyone who wants to be involved and make a difference for the education, health and welfare of children and youth.

National PTA Media Relations:

**James Martinez**; Office: (312) 670-6782 Ext. 325; Cell: (773) 339-4533

**La’Keisha Gray-Sewell**; Office: (312) 670-6782 Ext. 321; Cell: (312) 623-4560

ABC Media Relations:

Patrick Preblich (212) 456-7819; [patrick.k.preblich@abc.com](mailto:patrick.k.preblich@abc.com)  
Amber K. Geregthy (818) 460-6781; [amber.k.geregthy@abc.com](mailto:amber.k.geregthy@abc.com)