



For Information Contact:
Emily Cullum, HWCf 202-295-2316
Shannon Boozman, PGA 561-624-7671

Healthy Weight Commitment Foundation Announces PGA As 100th Member:

PGA of America extends impact of First Lady Michelle Obama's campaign to reduce childhood obesity

WASHINGTON (Aug. 11, 2010) – The “Michelle Obama effect” continued to grow interest and support for efforts to curb obesity as the Healthy Weight Commitment Foundation (HCWF) announced today that The PGA of America has become the Foundation’s 100th member.

The HCWF reported that due to the First Lady’s personal leadership and her Let’s Move! campaign, public awareness concerning the problem of childhood obesity is at an all-time high. Let’s Move! has created a first-of-its-kind focus and synergy throughout the country as companies, non-profits and sports organizations join together to collaborate and expand the reach of the energy balance message.

“We are extraordinarily pleased to announce The PGA of America as the 100th partner of the Healthy Weight Commitment Foundation,” said David Mackay, chair of the Healthy Weight Commitment Foundation and CEO of Kellogg Company. “Our commitment and dedication to reduce childhood obesity aligns well with The PGA’s many programs, such as the recently announced “Let’s Move On Course”. We are delighted to team with them as we work collaboratively in the fight against obesity.”

The PGA’s “ad hoc” league of junior programs, conducted by the 41 nationwide Sections and grass roots PGA Professionals throughout the country, is the sport’s largest outreach to juniors. In 2009, PGA Professionals hosted more than 38,000 junior camps nationwide with more than 550,000 kids participating. The PGA announced earlier this year it would use this network to help support the “Let’s Move!” initiative.

“Golf is a great way for families to get outside, walk a beautiful golf course and make fitness fun,” said PGA of America President Jim Remy. “The PGA of America wants juniors and their families to recognize the health benefits associated with walking the course when they play. We’re delighted to be joining the Healthy Weight Commitment Foundation as another way to support the First Lady’s mission to reduce childhood obesity.”

The PGA has demonstrated its commitment to promote physical fitness nationwide through its “Play Golf America” campaign, aimed at increasing participation among new and existing golfers and growing the number of people who play the game. The PGA’s Family Golf Month, conducted in July, features golf courses which offer a series of programs to learn and play golf as a family. These programs, such as Family Golf Clinics, Family Golf Days and Kids Play Free aim to make golf accessible and affordable for everyone.

The PGA of America’s decision to join the HCWF is a natural extension of its commitment to health and fitness. Researchers from the University of Pittsburgh determined the total caloric expenditure for a round of golf (18-holes) is approximately 2,000 calories for walking and carrying clubs. Walking 18 holes can also meet the daily recommendation of 10,000 steps (five miles). Health and fitness experts advocate that taking 10,000 steps per day will improve overall fitness and help control weight gain.

About The PGA of America

Since 1916, The PGA of America’s mission has been twofold; to establish and elevate the standards of the profession and to grow interest and participation in the game of golf. By establishing and elevating the standards of the golf profession through world-class education, career services, marketing and research programs, the Association enables PGA Professionals to maximize their performance in their respective career paths and showcases them as experts in the game and in the multi-billion dollar golf industry.

By creating and delivering dramatic world-class championships and exciting and enjoyable golf promotions that are viewed as the best of their class in the golf industry, The PGA of America elevates the public’s interest in the game, the desire to play more golf, and ensures accessibility to the game for everyone, everywhere. The PGA of America brand represents the very best in golf.

The Healthy Weight Commitment Foundation is a first-of-its kind coalition that brings together 100 retailers, food and beverage manufacturers, sporting goods and insurance companies, restaurants, trade associations and NGOs, and now its first professional sports association. The Foundation focuses on activities in the schools, the workplace and the marketplace to promote healthy weight among Americans by balancing the energy they consume with the energy they expend through physical activity.

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HWCF Members:

- 6KidsNFit
- American Council for Fitness and Nutrition Foundation
- American Dietetic Association Foundation
- American Wholesale Markets Association
- Ashley Shaffer, Miss New Jersey
- Association of Junior Leagues International
- Baby Goes Pro
- Be Active Florida
- Bio Vittoria Limited
- Brookshire Grocery Company
- Bumble Bee Foods, LLC
- California Fresh Fundraisers LLC
- Campbell Soup Company
- CATCH
- Charles the Chef
- ConAgra Foods
- Core Wellness Life Coaching LLC
- Darden Restaurants
- Del Monte Foods
- Discovery Education
- Dish with Eileen
- Doctors Direct Healthcare
- Dream Dinners
- Einstein Noah Restaurant Group
- Exergame Fitness
- eXtension
- Festival Foods (Minnesota)
- Fields of Dreams
- FitCity, a division of Learning Well, Inc.
- Food City
- Food Marketing Institute
- General Mills, Inc.
- GetSweaty
- Girl Scouts of the USA
- Global Dairy Platform
- Gonzalez Northgate Market
- Good Sports
- Grains for Health Foundation
- Grocery Manufacturers Association
- Harris Teeter, Inc.
- Hartley Brand (H & H Products Co.)
- Health-E-tips and JAM School Program
- Healthcorps (Health + Healing Network)
- Healthy Dining Finder
- Healthy Lifestyle Choices
- Hy-Vee, Inc.
- IGA, Inc.
- ILSI Research Foundation
- Jax Markets
- Kellogg Company
- Kraft Foods Inc.
- Len Saunders
- Mars, Incorporated
- Martin's Supermarkets
- McCormick & Company, Inc.
- MEND
- National Association for Sport & Physical Education
- National Business Group on Health
- National Wildlife Federation
- Nestlé USA
- NFL Play 60
- Nutralife
- Our Park Place
- Outdoor Foundation
- Passport to Health
- Paul Pierce's The Truth on Health
- PE4life
- PepsiCo Foundation
- PepsiCo, Inc.
- Pink Lady America LLC
- Price Chopper
- Prince William Trails and Streams Coalition
- PGA (Professional Golfers' Association of America)
- PureCircle Limited
- Ralston Foods/Post Foods, LLC (Ralcorp Holdings, Inc.)
- Redner's Markets, Inc.
- Road Runners Club of America
- Safeway Inc.
- Sara Lee Corporation
- Schnuck Markets, Inc.
- Shannon Miller, 7 Time Olympic Medalist
- Shop Rite of Hunterdon Co., Inc.
- Skogen's Festival Foods
- Snack Foods Association
- SPARK
- Tate & Lyle
- The Balancing Act
- The Coca-Cola Company
- The Hershey Company
- The J.M. Smucker Company
- The National Activity Plan
- The National Theatre for Children
- The Sports Authority
- Tommy the Tomato
- TOPS Club, Inc.
- TriWest Healthcare Alliance

- Unilever
- United Supermarkets, Ltd.
- U.S. Army
- U.S. Chamber of Commerce
- U.S. National Physical Activity Plan
- USA Rugby
- Wakefern Food Corporation
- W. K. Kellogg Foundation
- WalkStyles, Inc.
- Women Impacting Public Policy