



FOR IMMEDIATE RELEASE

LET'S GO! ANNOUNCES \$10K Obesity Prevention GRANT

(Portland, Maine – April 29, 2010) Let's Go! - the community-based program that promotes healthy lifestyle choices for children, youth and families in Greater Portland – announced today that it will provide one mini-grant of up to \$10,000 to an organization that has an interest in childhood obesity prevention, promotes physical activity and healthy eating, and has a direct focus on policy and environmental changes.

In Maine, over 30 percent of middle school children (ages 9-12); 27 percent of high school children (ages 13-18); and 36 percent of kindergarten students are overweight or at-risk of being overweight. In Greater Portland, one out of every three children ages 3 to 18 is overweight or obese.

Proposals must be received by email by June 1, 2010 at 5:00 pm and must be submitted by groups or organizations based within the Let's Go! service area, which includes Cape Elizabeth, Cumberland, Falmouth, Freeport, Gorham, North Yarmouth, Portland, Scarborough, South Portland, Westbrook, Windham or Yarmouth.

Let's Go!, a program of United Way of Greater Portland implemented in partnership with The Kids CO-OP at The Barbara Bush Children's Hospital at Maine Medical Center.

Let's Go! is supported by its seven Founding Partners, a unique combination of Maine's leading health, business and community-based organizations: Anthem Blue Cross and Blue Shield in Maine, through the Anthem Blue Cross and Blue Shield Foundation; Hannaford Bros. Co.; MaineHealth; Maine Medical Center; TD Bank, through the TD Charitable Foundation; Unum and United Way of Greater Portland. This group has been joined by Harvard Pilgrim Health Care Foundation, a Platinum Supporter.

For more information, visit www.letsgo.org or contact Emily Rines at 207-874-1000 x323 or erines@unitedwaygp.org

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