

MEDIA ADVISORY

KEY INFO:

FRIDAY, NOVEMBER 17TH

10:15 AM

UNUMPROVIDENT

2211 CONGRESS STREET, HOME OFFICE 3

PORTLAND, MAINE

OVER ONE HUNDRED COMMUNITY LEADERS GATHER TO LAUNCH A PROJECT DEDICATED TO HEALTHY CHILDREN, YOUTH AND FAMILIES IN GREATER PORTLAND.

On Friday, over 100 local community leaders will gather for a Community Forum at UnumProvident to kick-off a new initiative dedicated to promoting healthy lifestyle choices for children, youth and families. The initiative, conceived by seven founding organizations, is in direct response to the startling number of obese, overweight and physically inactive youth in our state. The goal is to increase the proportion of children and youth living at a healthy weight in 12 Greater Portland communities.

This high-energy forum will include remarks from the leading national expert on this issue and the launch of the initiative's new name and brand. Additionally, the community leaders will roll up their sleeves and work together to begin shaping the strategies that will increase physical activity and healthy eating in our communities.

PHOTO AND PRESS OPPORTUNITIES:

10:15 am: UNUM Daycare students will lead attendees in some stretches and light cardio exercises.

10:30 am: Speakers available for interview:

- 1.) **Emilee McCallister**, a Westbrook teen, and her parents will answer questions about her struggles with obesity.
- 2.) **Dr. Bill Dietz**, keynote speaker and national expert on the issue of childhood obesity.
- 3.) **Meg Baxter**, President, United Way of Greater Portland on behalf of the initiative's founding partners.

For more information, please contact **Mark Ishkanian** at 822-8454. For questions or information the morning of the event, call his cell **(207)232 7424**.

-30-

Greater Portland

Healthy Weight Initiative Partners:

Anthem 

TD Banknorth 



MaineHealth®

 Maine Medical Center

United Way 
United Way
of Greater Portland

UNUMPROVIDENT 