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Alliance for a Healthier Generation Selects 20 for Youth Advisory Board *Inaugural Board will help mobilize kids across America to lead healthy lives*

(NEW YORK) July 15, 2008 – Following a nation-wide search, the Alliance for a Healthier Generation has selected 20 stellar young people to join its inaugural “Youth Advisory Board.” The kids, who range in ages from 8-16, will work with the Alliance to create effective approaches for reaching kids and empowering them to make healthy changes in their lives.

“As the obesity epidemic continues to take its toll on our nation’s children, the Alliance for a Healthier Generation is leading the way to engage schools, kids, families, and communities to take action to help kids eat right and stay healthy,” said President Bill Clinton. “Through its Youth Advisory Board, the Alliance for a Healthier Generation is involving kids in this fight to ensure they don’t become the first generation to live shorter lives than their parents.”

The Board will provide leadership among their peers and craft the right messages to spread the word about the importance of young people getting healthy. Youth Advisory Board members will not only provide feedback on effective Kids’ Movement strategies, but will also generate their own ideas for making healthy living the norm, not the exception. The Youth Advisory Board had their first face-to-face meeting last week in Kansas City, MO, where they began to discuss and brainstorm “peer-to-peer” approaches and will continue to meet once a month via social networking channels.

“Getting kids to focus on their health is not an easy task,” said American Heart Association President Tim Gardner, MD, FAHA, and medical director of the Center for Heart & Vascular Health at Christiana Care (DE). “We can’t ignore the serious health consequences of kids eating poorly and not moving enough, which include type 2-diabetes, high blood pressure and high cholesterol. Through the Youth Advisory Board, we hope to empower kids to make better choices now, to ensure an impact on their health and quality of life in the future.”

Hundreds of applications were received from across the nation, representing a diverse mix of kids and families. To respond to the desire of youth across the nation to be a part of this issue, the Alliance is creating a Kids’ Community that will connect hundreds youth ages 8-17 from across the United States who want to become youth advocates and leaders for health. The community will serve as an innovative youth-led movement and will work in conjunction with the Youth Advisory Board to reduce the prevalence of childhood obesity.



“As we begin working with these impressive young people on the Board, we will gain an even better understanding of the motivation and levels of youth activism necessary for kids to care about their health, learn healthy habits, and then reach out to their communities to serve as leaders and advocates for long-term change,” said Kimberly Perry, kids’ movement director, Alliance for a Healthier Generation.

Members of the Youth Advisory Board are: Coleton Meseke, 11, Chatham, Illinois; Justin DeParis, 11, Allendale, New Jersey; Austin Miller, 10, Holly, Michigan; Dawson MacKay, 9, Madbury, New Hampshire; Isaiah Huerta, 9, El Monte, California; Natalie Smith, 12, Ventura, California; Carson Miller, 12, Santa Fe, New Mexico; Melinda Sartor, 10, Plano, Texas; Sarah Chastain, 8, Louisville, Kentucky; Desiree G. Toledo-Leyva, 11, Tucson, Arizona; David Sanchez, 16, Racine, Wisconsin; Harrison Fandl, 14, Naperville, Illinois; Kai Dawkins, 16, Charlotte, North Carolina; Elizabeth Wyatt, 16, Tuscaloosa, Alabama; Madison Burke, 16, Chesterfield, Missouri; Irene Calimlim, 16, Stockton, California; Isabella Acosta Barna, 14, Bend, Oregon; Rose Daniel, 14, Estancia, New Mexico; Treneisha Patton, 16, Stone Mountain, Georgia; Wendi Oppenheim, 15, Weston, Florida.

About The Alliance for a Healthier Generation

The William J. Clinton Foundation and the American Heart Association partnered in May of 2005 to create a new generation of healthy Americans by addressing one of the nation’s leading public health threats -- childhood obesity. The goal of the Alliance is to stop the nationwide increase in childhood obesity by 2010, and to empower kids nationwide to make healthy lifestyle choices. The Alliance is having a positive impact on the places that make a difference to a child’s health: homes; schools; restaurants; doctor’s offices; and the community. For more information about the Alliance for a Healthier Generation, please visit: www.HealthierGeneration.org.

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