

**Alliance for a Healthier Generation
Statement of Support for American Beverage Association
School Beverage Guidelines Progress Report
Monday, September 17, 2007**

The Alliance for a Healthier Generation is pleased to see the progress indicated in the School Beverage Guidelines Progress Report released today by the American Beverage Association. The report exhibits the advances that are being made in schools as a result of the School Beverage Guidelines established in May 2006 between the Alliance for a Healthier Generation and the American Beverage Association to accelerate the shift to lower calorie, more nutritious beverages that children consume during the regular and extended school day.

As the report demonstrates, the beverage producers and their bottlers have made progress towards implementation of the guidelines during their first year, effecting a wholesale change in the beverages available to students across America during the regular and extended school day. However, much work remains both in implementing this agreement and increasing healthy eating in schools. The Alliance is currently undertaking other key initiatives that together form a sound strategy to combat childhood obesity. The industry agreements are important but only in the context of and in conjunction with our larger, comprehensive, grassroots approach to the problem.

“This report evidences that the School Beverage Guidelines are having a positive impact in schools across the country,” said Bob Harrison, executive director of the Alliance for a Healthier Generation. “Although it’s still early in the implementation progress of the Guidelines, this report illustrates the fact that kids in thousands of schools across the country now only have access to lower calorie and more nutritious drinks in their schools, and we’re hopeful that districts across the country will continue to change their vending contracts and provide healthier options for their students.”

“With 54 million children attending 125,000 schools nationwide, implementation of the Guidelines is an enormously complex undertaking,” said Daniel W. Jones, M.D., president of the American Heart Association. “The Alliance is pleased with the progress the industry is making in ensuring the health of our nation’s students through implementation of our Guidelines and that they are making the commitment to provide students with lower calorie, more nutritious options.”

The industry is on track towards their commitment for 100 percent compliance by 2009-2010. According to the data collected between 2004 and 2006-07 there was a 41 percent reduction in the total number of calories contained in beverages shipped to schools. Additionally, there appears to be a strong trend away from full-calorie beverages to no-calorie or lower calorie beverages as indicated by a 45 percent reduction in the number of full-calorie drinks shipped to schools and an increase in the shipments of water by 23 percent.

Overall, approximately 35 percent of all school contracts are in compliance with the Guidelines, which the Alliance believes is on track for the three-year, phase-in timeline established in the MOU.

Alliance for a Healthier Generation

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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 positively affects the places that can make a difference to a child's health: homes, schools, restaurants, doctor's offices and communities. For more information on the Alliance for a Healthier Generation, please visit: www.HealthierGeneration.org.

