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Contact:

Joe Sutherland, Burness Communications
(301) 652-1558
jsutherland@burnesscommunications.com

Alliance for a Healthier Generation/Clinton Foundation
(212) 348-0360
press@clintonfoundation.org

Meredith Isola
Alliance for a Healthier Generation/American Heart Association
(301) 535-7241
meredith.isola@heart.org

Healthy Schools Program Receives \$20 Million Expansion Grant

*Support from Robert Wood Johnson Foundation
Will Bring Program to States with Highest Obesity Rates*

Little Rock, August 7, 2007—The Alliance for a Healthier Generation and the Robert Wood Johnson Foundation (RWJF) announced today a \$20 million expansion of the Healthy Schools Program. The program was created by the Alliance in 2006 to help schools develop and implement policies and practices that promote healthy eating and increased physical activity for students and staff.

The Alliance, a joint initiative of the American Heart Association and Clinton Foundation, also honored 26 schools from around the nation for meeting benchmarks established by the Healthy Schools Program. The expansion announcement and award presentations were highlights of the 2nd Annual Healthy Schools Forum, held at the William J. Clinton Presidential Center in Little Rock, Ark.

The Healthy Schools expansion will focus on states with the highest obesity rates, including: Alabama, Alaska, Arkansas, Georgia, Indiana, Kentucky, Louisiana, Michigan, Mississippi, Missouri, Nebraska, North Carolina, Oklahoma, South Carolina, Texas, Tennessee and West Virginia. The new funds will enable the Alliance to provide in-person support to more than 8,000 schools by 2010, a dramatic increase from the 230 schools currently receiving hands-on guidance. The Healthy Schools Program also will expand online support for schools all across

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the nation. The \$20 million expansion grant is the second major funding commitment for the program from RWJF, which last year awarded \$8 million to launch the program.

“The Alliance for a Healthier Generation’s Healthy Schools Program will soon impact the lives of many more children throughout the country,” said President Clinton, who co-leads the Alliance with California Governor Arnold Schwarzenegger. “Through this expansion we will be able to ensure that more schools are healthier places for students by giving kids better food choices, increased opportunities for exercise, and an education about how to live a healthier lifestyle.”

“To achieve our objective of reversing the childhood obesity epidemic by 2015, we must bring change to our nation’s schools,” said Risa Lavizzo-Mourey, M.D, M.B.A., RWJF president and CEO. “Our children deserve better than junk food in the cafeteria and little opportunity for physical activity during the school day. The Healthy Schools Program has shown that change is possible, and we’re pleased to support its expansion.”

Alliance for a Healthier Generation Recognizes 26 Outstanding Schools

At the Healthy Schools Forum, 26 schools from 17 school districts across the nation received special recognition for meeting the Healthy Schools Program’s bronze-level criteria. Award presenters praised school leaders for developing innovative wellness programs that appeal to students and staff alike. For example, the W.C. Britt Elementary School in Snellville, Ga., now offers a free afterschool program that features “wall soccer,” Britt’s own high-energy, indoor variation of the game that keeps players moving. Twin Bluff Middle School in Red Wing, Minn., conducted a lunchroom survey to find out which healthy foods students like — and then changed their menu accordingly.

“The schools being honored today are making a real difference in the lives of their students and staff,” said Dan Jones, M.D., FAHA, president of the American Heart Association. “Helping students make choices that will keep them strong and healthy can be as important as a science or math lesson. Our recognized schools are clearly creating healthier environments for their school communities.”

Schools participating in the program are eligible to earn bronze, silver, gold or platinum awards based on the range of healthy eating and physical activity programs and policies they have implemented. Healthy Schools Program recognition criteria were developed in consultation with an expert panel that included representatives from the American Heart Association, Centers for Disease Control and Prevention, Robert Wood Johnson Foundation and others.

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Details about the award-winning schools and recognition criteria, as well as information about how any school can sign up to become a Healthy School, is available online at www.HealthierGeneration.org/schools.

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About The Alliance for a Healthier Generation

The Clinton Foundation and the American Heart Association partnered in May 2005 to create a new generation of healthy Americans by addressing one of the nation's leading public health threats – childhood obesity. The Alliance focuses on preventing childhood obesity and creating healthier lifestyles for all children and targets several areas to spark change and slow the increasing rates of childhood obesity in the U.S. The effort focuses on four key areas: industry, schools, healthcare professionals and kids. For more information visit www.HealthierGeneration.org.

About the Robert Wood Johnson Foundation

The Robert Wood Johnson Foundation focuses on the pressing health and health care issues facing our country. As the nation's largest philanthropy devoted exclusively to improving the health and health care of all Americans, the Foundation works with a diverse group of organizations and individuals to identify solutions and achieve comprehensive, meaningful and timely change. For more than 35 years the Foundation has brought experience, commitment, and a rigorous, balanced approach to the problems that affect the health and health care of those it serves. When it comes to helping Americans lead healthier lives and get the care they need, the Foundation expects to make a difference in your lifetime. For more information, visit www.rwjf.org.