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For Immediate Release

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### **President's Budget Commits Substantial Investments to Fight Obesity**

Washington, D.C. (February 1, 2010) – The Campaign to End Obesity today applauded the Administration's commitment to stem the rates of overweight and obesity in America. Significant funding and support for initiatives to address the obesity epidemic were included in the President's FY 2011 Budget.

"From investing in prevention and wellness programs to providing additional funding to offer Americans greater access to healthier foods, the President's Budget provides a positive blueprint for policies that truly address the issue of obesity in America," said Campaign Spokesperson Penny Lee. "It is exciting and promising that the Budget proposal released today reflects a serious commitment by the Administration to combat the obesity epidemic in America."

Among the most important proposals contained in the President's Budget are:

- Providing \$10 billion over 10 years to reduce childhood obesity rates and increase access to healthy foods by improving the federal school lunch program and other child nutrition programs;
- Investing \$50 million for a "Healthy Food Financing Initiative," designed to attract grocery stores and other healthy food retailers to communities that lack access to such stores;
- Funding for state and local governments to make communities more "livable," including efforts to increase transportation options such as walking or bicycling; and
- Improving prevention and wellness programs, including an expansion of community health activities and the creation of a new health prevention workforce to help assist local and State health departments.

"We look forward to working with the President and Congress as they look to implement these priorities, which will provide critical momentum for reversing the rates of overweight and obesity in children and adults across America," said Lee.

#### **About the Campaign**

The Campaign to End Obesity is dedicated to reversing America's costliest disease. Right now, two-thirds of adults and 1 in 3 children struggle with obesity. Taxpayers, governments and businesses spend billions on obesity-related conditions each year, including an estimated \$147 billion in medical costs.

Ending this epidemic requires change – in individuals, institutions and communities. The Campaign convenes leaders from industry, academia, public health and associations to speak with one voice for federal policies to reverse the obesity epidemic and promote healthy weight in children and adults.

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