



## **NEWS RELEASE**

### **For Immediate Release:**

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\_\_\_\_\_ **commits to a healthier lifestyle and takes on The Challenge.**

The number one health crisis facing Americans is being overweight. Two out of every three adults (66%) are overweight, or even worse, obese. The statistics for African Americans reveal that almost 80% of adult women and 67% of adult men are overweight. The result is that many of the people in our communities are losing their lives to type 2 diabetes, high blood pressure and heart disease.

Concerned about the deadly health risks that result from being overweight or obese, \_\_\_\_\_ has committed to spearheading **The 50 Million Pound Challenge** locally to improve the quality of lives in their local communities.

Empowering people to become self-sufficient shareholders in their community is foundational to \_\_\_\_\_ and The Challenge. A recent study in the New England Journal of Medicine found that close friends and family set a powerful example for each other— as a community, they tend to gain weight together, and more importantly, lose weight together.



Supported by a host of African-American leaders and sponsored by State Farm, The Challenge is one of the most far-reaching initiatives of its kind. This historic commitment by the African-American community is rallying people across the U.S. to get fit, lose weight and save lives. Hundreds of thousands of people have joined The Challenge at [50millionpounds.com](http://50millionpounds.com) and lost more than \_\_\_\_\_ million pounds.

"This is an historic opportunity to come together, take control of our health and save lives," said Dr. Ian. "Collaboration and engagement are critical in the fight against obesity, and will guide entire communities towards leading longer, healthier lives. The decisions and examples set by our leaders affect each of us. So, imagine how many lives are impacted when community members take a stand to change their lifestyles by applying healthy diet and exercise habits. The Challenge helps encourage and empower people to get fit and give up the pounds that have frustrated so many for so long."

### **For more information, please contact:**

Mia Jazo-Harris, [mia.jazo-harris.sfdx@statefarm.com](mailto:mia.jazo-harris.sfdx@statefarm.com), 309-766-5242 (office), 309-533-2011 (cell)

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