



50 MILLION POUND CHALLENGE CONNECTION TOOLS

DEAR MEMBER,

Throughout our history, _____ has served to improve the quality of life for people in our community. Your commitment demonstrates a deep motivation to improve the lives of this and future generations. We are calling on your leadership and passion now, as we have before.

Whatever our endeavors, we have found one thing to be true: the most difficult obstacle to overcome exists in our own minds and habits. Overcoming the obstacle of the mind takes courage and the help of others. This rings true whether we are discussing economic development, spiritual development, education, or health and wellness.

The number one health crisis facing Americans is being overweight, or obese. Stop and think about how many people you know with type 2 diabetes, heart disease, or even those who have suffered a stroke. In most cases, these preventable diseases are caused by poor eating habits and non-existent exercise plans.

Thanks to the leadership of Dr. Ian Smith, hundreds of thousands of Americans are stepping up to fight and reverse the deadly health trends posed by being overweight. As Champions of this initiative, we were approached by Dr. Ian to solicit our active involvement as The Challenge embraces a grassroots effort in 2008. As such, we are highly motivated to locally activate **The 50 Million Pound Challenge**.

We rely on your leadership and passion to get individuals and organizations in your areas to join and actively participate in The Challenge. Please visit and review the 50millionpounds.com web site and its tools. The Teams feature on the site, for example, can assist in encouraging team members to reach their goals. You will find information about Teams, and a general fact sheet about The Challenge, enclosed with this letter.

Our partnership with **The 50 Million Pound Challenge** aligns with our mission and vision to serve others, and can help reduce health disparities in the African-American community.

We are excited to join Dr. Ian in the fight, and look forward to further discussions and planning with you in the future.

Sincerely,

Dr. Ian Smith
