



MAYOR ANTONIO VILLARAIGOSA CALLS ON ANGELENS TO GET FIT
The 50 Million Pound Challenge brings community-supported wellness to LA

Los Angeles, CA (November 10, 2009) – Mayor Antonio Villaraigosa is taking the wellness of Angelenos seriously and addressing America's number one health problem – obesity – head on. On Saturday, November 14, Mayor Villaraigosa and the Los Angeles Urban League will charge LA residents to get serious about their health and join Dr. Ian Smith and The 50 Million Pound Challenge in the fight against obesity.

More than 1.4 million members strong, The 50 Million Pound Challenge, a free national health initiative encouraging people to come together and take control of their health by getting fit, has already helped America shed more than 5 million pounds. Mayor Villaraigosa and Dr. Ian Smith welcome the public to this free event, which includes health screenings, wellness resources and demonstrations, and health insurance enrollment. There will also be a special performance by "America's Got Talent" darlings, Jabbawockeez.

"Obesity is a crisis in this country, a danger to our personal health and our fiscal well-being," said Mayor Villaraigosa. "I'm excited to team up with Dr. Ian and the Los Angeles Urban League to help our city take positive steps toward improving our living conditions. The 50 Million Pound Challenge provides the resources needed to take these steps, free of charge."

The Los Angeles Urban League is a key partner in the fight to curb obesity in California and an important advocate for free wellness programs. "We know that our community wants to get on track and improve their health," said Blair H. Taylor, President and CEO of the Los Angeles Urban League. "We organized this fair to shed light on our wellness issues and bring together the partners that can help make change a reality."

"We have gone all over the country engaging people to put themselves and their families first by joining The 50 Million Pound Challenge and taking control of their health," said Dr. Ian Smith, founder and creator of The 50 Million Pound Challenge and *New York Times* bestselling author of *The 4 Day Diet*. "I'm honored to now work with Mayor Villaraigosa and the LA Urban League to help millions more get the most out of their life."

Community Health Fitness & Career Fair
Saturday, November 14, 2009
Baldwin Hills Crenshaw Plaza
3650 West Martin Luther King Blvd.
Los Angeles, CA 90008
10:00am – 3:00pm

***Interviews available with Mayor Villaraigosa and Dr. Ian Smith from 9:00 to 9:30am at 3001 Vernon Ave. LA, CA 90008.**

To join LA's Challenge team, LA K calorie Krushers, and connect with fellow Challenge members, visit the [LA team page](#) at 50millionpounds.com or visit www.lual.org for more information.

The 50 Million Pound Challenge is a strong, growing community of nearly 1.5 million people. Anyone can join The Challenge at 50millionpounds.com, the campaign's online support community and begin their journey to lose weight and create a healthier life. The site tallies total pounds lost and offers participants free resources including a 30-day meal plan, online journal, personal weight and activity trackers, and challenges teams to make fitness easier and more fun. The 50 Million Pound Challenge is free!

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About The 50 Million Pound Challenge

Dr. Ian Smith's *50 Million Pound Challenge* is a call-to-action for all Americans to come together and help people take control of their health by getting fit, losing excess weight and turning back the deadly toll of weight-related diseases that threaten nearly half of us. *The Challenge* is a campaign supported and endorsed by leaders across the community and national civic and health organizations"

About Dr. Ian Smith

Dr. Ian is a diet expert on *VH1's Celebrity Fit Club* and author of the *NY Times* #1 best-sellers *4 Day Diet*, *Fat Smash Diet* and *Extreme Fat Smash Diet*, and other works of fiction and non-fiction. He hosts his own TV and radio shows, *BET's Meet the Faith* and *HealthWatch* on *American Urban Radio Network*. Dr. Ian is a contributor to *The View* and *Men's Health Magazine*. He has filed reports and written for *NBC Nightly News*, *Today Show*, *Essence*, *Ebony*, *People*, *Cosmopolitan* and University of Chicago's *Medicine on the Midway*. He lives with his family in Chicago.

About the Los Angeles Urban League

Founded in 1921, the Los Angeles Urban League is the city's premier community organization in advancing equal opportunities on behalf of African Americans and other minorities through innovative job training, job placement, youth achievement and business development programs. Through its collective programs, services and advocacy activities and seven offices located in the Crenshaw District, South Los Angeles, and Pomona, the Los Angeles Urban League serves over 100,000 constituents annually. Blair H. Taylor serves as the President & CEO of the Los Angeles Urban League, one of the largest and most successful affiliates of the National Urban League, which has affiliates in 109 cities throughout the United States.