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For Immediate Release

## Kansas City Chiefs and United Way Challenging K.C. Area Youth to Step-Up and Be Counted in the Battle Against Childhood Obesity

(Greater Kansas City)----What do the Kansas City Chiefs, United Way, the Boys & Girls Clubs and the President of the United States all have in common? They all care about young people and want to see them live healthy, productive lives. They also recognize that one of the biggest health issues facing young people is childhood obesity, knowing that today one out of five children is overweight or obese. That's why the Chiefs, United Way and the Boys & Girls Clubs are joining forces, challenging Kansas City children and youth to exercise at least 60 minutes a day to improve their physical fitness.

Today, as part of the NFL/United Way Hometown Huddle occurring in NFL cities across the country, the Kansas City Chiefs and United Way announced an organized effort to increase youth fitness. They are recruiting 200 members of the Boys & Girls Clubs of Greater Kansas City to participate in the President's Challenge on Physical Fitness. As motivation for kids to get involved, members of the Kansas City Chiefs visited the Thornberry Unit of the Boys & Girls Clubs today to register kids for the President's Challenge, so they can compete for Presidential Active Lifestyle Awards.

The President's Challenge encourages kids who aren't active---to get active, by doing some type of physical activity for at least 60 minutes a day, five days a week, during six of the next eight weeks. The goal is to exercise large muscle groups by doing things like playing basketball, baseball, or tag, riding bicycles, even helping with household chores---there are dozens of activities from which to choose. In order to qualify for the Presidential Award, participants must keep a personal log of their activities and reach certain goals.

Chiefs' players told the fourth, fifth and sixth graders at the Boys & Girls Club that the challenge is much like football. You set a goal, such as making the playoffs or becoming more physically fit, and then you must focus your efforts and work hard to reach your goal.

To help kids get motivated, Chiefs running backs administered the first series of physical fitness activities and gave club members a pedometer they can use to keep track of their daily steps. Girls must take at least 11,000 steps in a day to be considered active; boys must take at least 13,000 steps---which is the equivalent of walking 5½ to 6 miles.

Chiefs' players will return to the Boys and Girls Club in December to present Presidential Awards to the children who stick with the program and successfully complete the Presidential Challenge.

The NFL/United Way "Hometown Huddle" is a collection of hands-on volunteer projects implemented simultaneously in different NFL cities across the country. The NFL and United Way have a 37-year partnership of working together to strengthen America's communities. Currently, the NFL is assisting United Way in its 10-year goal of increasing by one third, the number of youth who are healthy and avoiding risky behavior.

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