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AMERICAN SOCIETY FOR NUTRITION JOINS EFFORT TO END CHILDHOOD OBESITY

September 7, 2011—The American Society for Nutrition (ASN) is excited to join dozens of national organizations as a partner in building awareness about National Childhood Obesity Awareness Month in September. The theme for the month is *Healthier Kids, Brighter Futures*. This initiative educates and empowers families and youths to live healthy lifestyles, eat nutritious food, and remain physically active. ASN believes that spotlighting childhood obesity efforts in September will help sustain year-long momentum.

The White House has issued a proclamation regarding September's status as obesity awareness month, and Nickelodeon is planning a "blackout" day of zero-programming to encourage kids to be active. ASN has written an opinion piece on its blog detailing internal efforts to address this national health challenge; [read our commentary online](#).

Most people already know that exercise and good nutrition are important for children, but they may not know how to encourage healthy behaviors in their own city or state. The National Childhood Obesity Awareness Month website (www.healthierkidsbrighterfutures.org) offers a free, downloadable toolkit filled with resources and ideas. The website also includes an events calendar, allowing advocates to list events taking place in their communities that support the goals of the month.

ASN is the authoritative voice on nutrition, and publisher of The American Journal of Clinical Nutrition, The Journal of Nutrition, and Advances in Nutrition. Established in 1928, ASN's 4,200+ members in more than 65 countries work in academia, practice, government and industry. ASN advances excellence in nutrition research and practice through its [publications](#), [education](#), [public affairs](#) and [membership](#) programs. Visit us at www.nutrition.org.

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