



Greater Washington  
Urban League

Empowering Communities.  
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**PhRMA**

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## **PhRMA and Greater Washington Urban League Combat Childhood Obesity**

PhRMA (Pharmaceutical Research and Manufacturers of America) and the Greater Washington Urban League (GWUL) have joined forces to address the issue of childhood obesity in the Washington metropolitan area.

In the Youth Health and Fitness Program that kicked off on June 1, PhRMA and GWUL are working with young people and their parents by providing healthy eating workshops and introducing them to a wide variety of physical fitness activities.

Through the end of the year, the \$100,000 grant from PhRMA will allow the GWUL to enroll 100 children and youth in the program and recruit the participation of their parents as well. Since June, youth in GWUL summer programs have been engaged in healthy food sampling, learning about the Food Pyramid and in physical fitness activities.

Weight and height assessments have been obtained from the students and they have participated in activities that include tennis, nature walks, yoga, golf and swimming. Workshops and food demonstrations are planned throughout the summer and fall.

Larry Lucas, PhRMA Assistant Vice President, said, "The U.S. Surgeon General has declared obesity a major problem among all age groups in America's population. At PhRMA, we felt a program of prevention involving children would be a good initial target. Therefore, we are pleased to partner with the Greater Washington Urban League in reaching children and their parents on healthy diet and regular exercise."

"This grant enables the League to directly impact the eating habits of our young people with the hope of them developing a lifetime interest in their own health and well-being. Good health is instrumental to the learning process and job opportunities," said GWUL President Maudine R. Cooper.

For more information about the program or to enroll your child age 5 – 15, call Yvonne Merryweather at 202-265-8200, Ext. 258.

*The Pharmaceutical Research and Manufacturers of America (PhRMA) represents the country's leading pharmaceutical research and biotechnology companies, which are devoted to inventing medicines that allow patients to live longer, healthier, and more productive lives.*