

# Sample Press Release

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[YOUR ORGANIZATION'S LOGO HERE]

[ **WE CAN!** LOGO HERE]

FOR IMMEDIATE RELEASE  
[DATE]

CONTACT: [NAME], [ORGANIZATION]  
[PHONE], [E-MAIL]

[COMMUNITY SITE] Launches **We Can!** to Fight Youth Obesity

## New Federal Program for Families Comes to [Region]

CITY, STATE - [COMMUNITY SITE] today launches **We Can!** (Ways to Enhance Children's Activity & Nutrition!), a new program from the National Institutes of Health (NIH) to address the growing obesity epidemic among youths ages 8-13. **We Can!** reaches parents and caregivers in home and community settings with educational materials and activities including a new six-lesson course for parents, a new parent Web site (<http://wecan.nhlbi.nih.gov>), a parent handbook in both English and Spanish, several youth programs, and community events and projects.

"Parents in [REGION] have new resources to help their families maintain a healthy weight," said [COMMUNITY SITE DIRECTOR]. "With the materials that the **We Can!** program offers, we can help make a difference in the lives of our residents."

Activities for the **We Can!** program include [LAUNCH EVENT AND/OR PROGRAM DETAILS].

"**We Can!** is designed to empower parents by providing them the tools they need to promote healthy eating, increase physical activity and reduce sedentary time within their families," said Dr. Elizabeth G. Nabel, Director of the National Heart, Lung, and Blood Institute (NHLBI) at NIH.

**We Can!** reaches parents and caregivers in home and community settings with educational materials and activities. Specifically, **We Can!** encourages parents and caregivers to:

- Increase the availability and accessibility of healthy foods in the home
- Enjoy small portions at home and at restaurants
- Limit the availability and accessibility in the home of sweetened beverages, high-fat foods and energy-dense foods that are low in nutrients
- Support and enable family physical activity
- Support and enable reduced screen time

- more -

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