

## FIRST LADY MICHELLE OBAMA ANNOUNCES WINNERS OF *LET'S MOVE!* VIDEO CHALLENGE

*Faith and Community Leaders From California, Colorado, Connecticut, Florida, New York, Pennsylvania and Tennessee chosen for work to solve childhood obesity*

WASHINGTON—First Lady Michelle Obama today announced the winners of the [Let's Move! Communities on the Move video challenge](#), which invited faith and community leaders to share their stories about their efforts to promote wellness and solve the problem of childhood obesity in their communities. [Mrs. Obama launched the challenge](#) during the celebration of the second anniversary of *Let's Move!* at an event at Northland, A Church Distributed in Longwood, Florida. The First Lady encouraged participating organizations to create videos that showcased programs related to [Let's Move Faith and Communities](#) that were creative, effective, sustainable, replicable and inspirational. Videos focused on at least one *Let's Move Faith and Communities* focus area, including efforts to promote physical activity, access to healthy, affordable food for children and healthy eating using MyPlate, the federal government's new food icon. Communities across the country responded enthusiastically to the challenge, submitting videos that represented a broad range of programs, strategies and age groups -- from toddlers to teenagers -- with submissions from 21 states. A panel of judges from *Let's Move!*, USDA and HHS chose one winner and several Honorable Mentions. The Popular Choice Award was given to the eligible video with the most votes online. All the winners will be invited to the White House and will meet First Lady Michelle Obama at a date to be announced.

“With lots of creativity and a great sense of fun, these congregations and organizations have shown us the inspiring work being done across the country to help our children lead healthier lives,” said First Lady Michelle Obama. “Everyone wants to see our nation become healthier, and these contest winners have shown us that by taking steps big or small, each of us can play a role in solving the problem of childhood obesity. I hope more people are inspired by these organizations to work together for our children's health.”

The winners of the *Let's Move!* Communities on the Move video challenge include:

### **Hispanic Health Council – Honorable Mention**

Hartford, CT

[Video: Puppets & Peers .....On the Move! To Prevent Childhood Obesity](#)

The Hispanic Health Council is an organization that uses community-based research, evidence-based direct services and policy advocacy to improve the health and well-being of Latinos and other diverse communities in Hartford, Connecticut. The video highlights their early childhood “PANA” Program, which is funded by USDA's SNAP-Education program and reaches 30,000 children annually. PANA provides six engaging and informative puppet shows that promote nutrition and physical activity in early childhood centers and school districts in seven of Connecticut's poorest cities. Kids learn through this program that broccoli and other vegetables can be delicious! The Hispanic Health Council also runs a breastfeeding program, supported in part by USDA's WIC program, which provides support for low-income women who choose to breastfeed, an important component of childhood obesity prevention.