



#### **PRESS RELEASE**

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### **Health-E-tips' JAM School Program and the Alliance for a Healthier Generation Launch JAM WORLD RECORD 2013 to Encourage Physical Activity**

Calabasas, CA, May 15, 2013 – Health-E-tips' JAM School Program and the Alliance for a Healthier Generation have teamed up for the second annual JAM (Just-A-Minute) World Record. On Thursday, September 26<sup>th</sup> millions of kids and adults will be participating to set a new record for the most people taking a one-minute fitness break. JAM World Record was created to promote the importance of everyone being active every day and encourage millions of kids and adults to take “just-a-minute” to get up and get moving.

Registration is now open at [www.jamworldrecord.org](http://www.jamworldrecord.org). Individuals and groups are encouraged to register and ensure their participation counts toward the record-setting event.

The JAM School Program brings physical activity and health education into the classroom. JAM is designed to teach kids (and adults) healthier lifestyle habits. JAM is a free wellness resource for schools. The Alliance for a Healthier Generation works to reduce the prevalence of childhood obesity and to empower kids to develop lifelong, healthy habits. The Alliance works with more than 17,000 schools to increase access to healthier foods and physical activity for students and staff.

By working together on JAM World Record, the JAM School Program and the Alliance for a Healthier Generation will build the first-of-its-kind public awareness campaign that puts schools and kids in a leadership position to help create social change.

“This campaign engages our schools and kids to lead a major national initiative and be credited for its success and our hope is that, like most public change campaigns, our kids will leave lasting impressions on us all. Additionally, it’s a really great way to raise awareness and give credit to educators for all the work they are doing in response to the obesity and sedentary issues in our nation,” says Patti Howell, Founder of the JAM School Program.

JAM World Record 2013 has a goal to rally 3 million people to participate in this year's event, more than doubling last year's inaugural record of just over 1.3 million.

"We are thrilled to be collaborating with JAM School Program to increase the awareness of JAM World Record and spotlight the importance of infusing physical activity throughout the school day," says Ginny Ehrlich, CEO of the Alliance for a Healthier Generation.

Get JAMmin' and sign up to count in the record. Registration takes Just-a-Minute and is free at [www.jamworldrecord.org](http://www.jamworldrecord.org). For added fun and incentive, JAM Leaders in every state can compete to take this year's JAM Title from West Virginia, which registered nearly 8 percent of its state's population in 2012. Register to be a state leader and win cash if your state places first, second, or third.

#### **About Health-E-Tips & JAM School Program**

Health-E-tips – provides one-page wellness tools for the classroom and the office. The JAM School Program delivers simple, fun weekly exercise routines and healthier habit ideas that schools use to get everyone more active each day and learning healthier daily habits. JAM is available for FREE to every school. Our HET Corporate program is a corporate subscription that supports our JAM School Program. Learn more: [www.healthetips.com](http://www.healthetips.com)

#### **About the Alliance for a Healthier Generation**

The Alliance for a Healthier Generation, founded by the American Heart Association and the Clinton Foundation, works to reduce the prevalence of childhood obesity and to empower kids to develop lifelong, healthy habits. The Alliance works with schools, companies, community organizations, healthcare professionals and families to transform the conditions and systems that lead to healthier children. To learn more and join the movement, visit [www.HealthierGeneration.org](http://www.HealthierGeneration.org).

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