



Channel One News

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CONTACT

Elly Spinweber, PHA
news@ahhealthieramerica.org

Alex Honeysett
Channel One News
Ahoneysett@channelone.com
917.634.5731

Partnership for a Healthier America and Channel One News to Bring Healthy Messages into the Classroom

Over the next three years Channel One News will work with Partnership for a Healthier America to raise awareness about childhood obesity and the importance of maintaining a healthy lifestyle

(Washington, DC) July 10, 2013 – The Partnership for a Healthier America (PHA), which works with the private sector and PHA Honorary Chair First Lady Michelle Obama to end the nation’s childhood obesity crisis, and Channel One LLC, the educational digital content provider and producer of award-winning Channel One News, today announced that they are teaming up to promote the importance of healthy living to young people. Beginning this fall, Channel One News will air targeted messages, developed in collaboration with PHA, to help raise awareness about the childhood obesity epidemic and show students the importance of staying active and eating well.

“PHA has witnessed the power of communicating directly with children, and connecting with teens is Channel One’s specialty,” said PHA Chief Marketing Officer Drew Nannis. “This partnership provides PHA with an invaluable opportunity to help create a culture of health in schools across the United States, and we couldn’t be happier to collaborate with such an incredible media partner in the fight to end childhood obesity.”

Channel One News is a daily news program with supplementary educational resources, aligned to Common Core State Standards (CCSS), to help students, teachers and parents interpret the news of the day and spark important conversations. The Peabody and Telly award-winning Channel One News program is broadcast to approximately 5 million young people in upper elementary schools, middle schools and high schools across the country. According to the

Centers for Disease Control and Prevention, the percentage of adolescents aged 12-19 years who were obese increased from 5% in 1980 to 18% in 2010. Channel One News reaches this demographic on a daily basis through its 10-minute news program.

“At Channel One News, we are committed to working with organizations like Partnership for a Healthier America to not only inform and inspire kids and teens about important issues, but to provide ways for them to take action,” said Channel One News Chief Executive Officer CJ Kettler. “We’ve been in schools for more than 20 years and have never seen a generation of young people more willing to roll up their sleeves and get involved in the issues and causes they care about. We’re thrilled to work with Partnership for a Healthier America to encourage our audience to embrace a physically active and healthy lifestyle.”

About The Partnership For A Healthier America

The Partnership for a Healthier America (PHA) is devoted to working with the private sector to ensure the health of our nation’s youth by solving the childhood obesity crisis. In 2010, PHA was created in conjunction with – but independent from – First Lady Michelle Obama’s Let’s Move! effort. PHA is a nonpartisan nonprofit organization that is led by some of the nation’s most respected health and childhood obesity experts. PHA brings together public, private and nonprofit leaders to broker meaningful commitments and develop strategies to end childhood obesity. Most important, PHA ensures that commitments made are commitments kept by working with unbiased third parties to monitor and publicly report on the progress our partners are making. For more information about PHA, please visit www.aHealthierAmerica.org and follow PHA on Twitter @PHAnews.

About Channel One News

Channel One, LLC, a ZelnickMedia company, is a digital content provider focused on encouraging young people to be informed, digital-savvy global citizens. The Company’s primary offering, Channel One News, is a daily news program with supplementary educational resources, aligned to Common Core State Standards (CCSS), to help students, teachers and parents interpret the news of the day and spark important conversations. The award-winning Channel One News program is broadcast to more than 5 million young people in upper elementary schools, middle schools and high schools across the country. Channel One News is also available in two new, sponsorship-free forms: via subscription, and through Channel One News mobile apps. Visit the Webby award-winning website Channelone.com to learn more.