



FOR IMMEDIATE RELEASE

**CATCH IS INCLUDED IN RESOURCE DATABASE
FOR "THE HEALTHY SCHOOLS PROGRAM"**

Hasbrouck Heights, NJ – January 1, 2009. The Alliance for a Healthier Generation has approved *CATCH Go for Health* for the classroom, *CATCH PE* physical education program and the *CATCH Kids Club* after-school program to be included in the resource database used by schools enrolled in their "Healthy Schools Program."

The Alliance is a partnership between the American Heart Association and the William J. Clinton Foundation. Along with their co-leader Governor Arnold Schwarzenegger of California, their goal is to reduce the nationwide prevalence of childhood obesity by 2015 and to empower kids to make healthy lifestyle choices.

Over 4,000 schools across the United States are currently enrolled in the Alliance's "Healthy Schools Program." The program offers real tools and solutions for schools to become healthier places that promote physical activity and healthy eating. Any school can enroll in the program. One of the benefits of membership is access to a health resource database.

Kathy Chichester, National CATCH Coordinator remarked, "We're proud that CATCH programs have been found to be in alignment with the Healthy Schools Program Framework Criteria as well as being consistent with the American Heart Association's standards for scientific validity and accuracy. By being included in the resource database, we hope to connect with more schools across the country to help fight the growing epidemic of childhood obesity."

If you are a member of the school community and would like to join the "Healthy Schools Program," visit the Alliance website at www.HealthierGeneration.org/schools.

If you are interested in learning more about CATCH, please visit www.CATCHinfo.org or call Kathy Chichester at 800-793-7900, x 7518.

CATCH® (Coordinated Approach To Child Health) is an evidence-based coordinated school health program designed to promote physical activity and healthy food choices and prevent tobacco use in elementary and middle school-aged children. By teaching children that eating healthy and being physically active every day can be fun, the CATCH® Program has demonstrated that healthy eating and physical activity can be positively changed. For more information visit www.CATCHinfo.org

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