



2009 Walk Media Kit



“Partnering to improve the lives of all of those affected by obesity through education, research and advocacy”



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Welcome to the *Walk from Obesity*

A Significant and History-Making Event!

Thank you for taking the time to learn more about the *Walk from Obesity*. In September and October in cities throughout the United States individuals affected by obesity, their family members and friends, healthcare professionals and many others come together and proudly walk to raise awareness of the disease of obesity, childhood obesity and morbid obesity in the Annual *Walk from Obesity*.

Funds raised from the event support the ASMBS Foundation and its research and professional education initiatives and also support the patient and general public educational and advocacy programs of the OAC.

We are also proud to announce the creation of the Bryan G. Woodward Community Grants program which returns portions of the funds raised by the Walk to the communities hosting Walks.

The *Walk from Obesity* Media Kit will provide you with a basic knowledge and understanding of the event and the importance of spreading the message of the Walk.

Again, we thank you for your time and consideration!

Warmest regards,

A handwritten signature in black ink, appearing to read "Joe Nadglowski, Jr.", is positioned below the text "Warmest regards,".

Joseph Nadglowski, Jr.
Executive Director, ASMBS Foundation
President and CEO, Obesity Action Coalition

What is the Walk from Obesity?

The *Walk from Obesity* is a national fundraising event that raises awareness and funds to improve the quality of life and health of those affected by obesity. **The mission of the Walk is to bring together all who are affected by obesity to draw National attention to the need for awareness, treatment and advocacy initiatives.**

The annual *Walk from Obesity* event is held in September and October in cities all across the nation. Cities are designated based on responses from volunteers wishing to host a Walk in their area.

Its theme is participation on foot. Participants of the Walk include:

- Individuals currently living with the life-threatening disease of obesity
- Family members and/or friends of those affected
- Individuals who have successfully treated their obesity through various interventions
- Physicians
- Bariatric surgeons
- Allied health professionals
- Community at large

Participants come together on the specific Walk date in their local area and walk along a designated course to bring awareness to obesity and raise funds for education, research and treatment of obesity. Funds are raised through various means such as: registration fees, general donations, national sponsorships, local sponsorships, etc.

Beneficiaries of the Walk

The American Society for Metabolic and Bariatric Surgery Foundation

In 1997, members of the American Society for Metabolic and Bariatric Surgery, the largest society for this specialized branch of medicine in the world, formed the ASMBS Foundation, a non-profit 501(c)(3) organization dedicated to raising funds to help support obesity research and to increase professional and public awareness of bariatric surgery and its role in treating the devastating disease of morbid obesity.

Currently, the ASMBS Foundation is made up of volunteers and a minimal support staff at the national headquarters located in Gainesville, Florida.

The ASMBS Foundation is serious about improving the lives of the morbidly obese by focusing on the following issues:

- *Increased funding of research specifically in morbid obesity*
- *Increased public and professional education*



Obesity Action Coalition

In 2005, the Obesity Action Coalition (OAC) was created to give a voice to those affected by obesity. A non-profit 501(c)(3) organization, the OAC is dedicated to providing education and advocating on behalf of those affected by obesity.

Currently, the OAC is made up of volunteers and a minimal support staff at the national headquarters located in Tampa, Fla.

The OAC engages in a variety of educational and supportive programs designed to:

- *Educate patients, family members and the general public on obesity and its effects*
- *Help patients gain access to medical treatment for obesity*
- *Work to ensure that those obesity treatments are safe and effective*
- *Strive to eliminate the negative stigma associated with obesity*
- *Elevate and empower obese individuals to take action that makes a difference in their lives and the lives of others*



How Monies Raised by the Walk Are Utilized

Financial revenues raised by the 2009 *Walk from Obesity* will be utilized to support the missions of the ASMBS Foundation and the Obesity Action Coalition including:

Funding Research

The ASMBS Foundation is committed to supporting continuing research into obesity and its treatments. Research grants are awarded on an annual basis with a call for proposals taking place in November of each year. To date, the ASMBS Foundation has awarded more than \$450,000 in research grants.

Increasing Education

Both the ASMBS Foundation and the OAC are dedicated to increasing education about obesity. The ASMBS Foundation has concentrated their efforts on professional education including such efforts as a nurse credentialing program and sponsoring a consensus conference on obesity treatments. OAC efforts have focused on patients and the general public, including a wide variety of brochures on understanding adult and childhood obesity as well as newsletters and articles focusing on obesity, its consequences and treatments.

Raising Awareness of Obesity and its Treatments

The OAC has conducted and will continue nationwide efforts encouraging the recognition of obesity as a disease and the importance of seeking medical assistance in combating it. In conjunction with the ASMBS Foundation, 2009 efforts will include expanded outreach and education on treatment options. In addition, both the ASMBS Foundation and the OAC conducted exhibits at major health-related trade shows on obesity and its treatments.

Conducting Advocacy

The OAC was founded as a grass-roots patient advocacy organization. Its primary focus is to represent those affected by obesity with a short-term goal of increasing access and insurance coverage to the treatments of obesity. The OAC targets elected officials and government officials as well as insurance companies, the healthcare industry and the general public with its efforts.

Eliminating Weight-Stigma

The OAC continues to call attention to weight-stigma issues. The OAC has various resources specific to fighting obesity stigma. Through its Coalition of members, the OAC will continue to challenge issues faced by obese individuals and will advocate for proactive change.

Supporting Community Initiatives

Through the Bryan G. Woodward Community Grant Program, the ASMBS Foundation supports initiatives to address obesity in local communities that host a Walk. Ten grants of \$5,000 or less are awarded on an annual basis with preference given to those organizations actively participating in the Walk. To date, the Bryan G. Woodward Community Grant Program has funded more than \$30,000 in community projects.

Public Relations

Raising Awareness and Spreading the Message

We gladly welcome publicity for the *Walk from Obesity*. As non profit organizations, media attention and publicity are an excellent and cost-effective method for us to raise awareness of the disease of obesity and increase the Walk's message throughout the country.

The following are three primary talking points that we feel are an integral part of the Walk and articulate the need for its existence in the community.

Talking Point 1

The ASMBS Foundation and the Obesity Action Coalition sponsor the *Walk from Obesity* to raise awareness of the obesity epidemic in the United States. Obesity related illness accounts for more than 100,000 deaths each year and we want to take the lead in changing this at the community level.

- More than 93 million Americans are obese with more than 15 million morbidly obese.
- More than 2/3 of all Americans are overweight or obese.
- Obesity costs our health care system more than \$117 billion each year.
- Obesity is a leading cause of preventable death.
- Obesity increases the likelihood of diabetes, heart disease and cancer.
- Obesity is a disease treated through a combination of methods that may include diet, exercise and/or medication.
- For the morbidly obese, those 100 pounds or more overweight, weight-loss surgery may be the only effective option. People need to consult with a health professional to help determine which methods are appropriate for them.

Talking Point 2

The ASMBS Foundation and the Obesity Action Coalition have partnered with patients affected by obesity, health professionals, the healthcare industry and concerned citizens in many cities throughout the U.S. for the annual *Walk from Obesity*.

- In previous years, the *Walk from Obesity* has received support from healthcare leaders.
- Local and national volunteers include patients, obesity specialists, nurses, community workers, healthcare professionals and many more.
- Each year the Walk continues to grow. In 2008, more than 20,000 participated in 70 locations across the United States.

The ASMBS Foundation and the Obesity Action Coalition play an integral role in the obesity community by funding research, providing educational resources and advocating on behalf of the more than 93 million Americans affected by obesity.

Talking Point 3

The ASMBS Foundation and the Obesity Action Coalition have partnered with patients affected by obesity, healthcare professionals, healthcare industry supporters and concerned citizens in cities throughout the country for the *Walk from Obesity*.

The *Walk from Obesity* raises money to continue research and education that is a vital part of obesity and its treatments. All local citizens can get involved in a local Walk by walking or sponsoring someone who walks. More information can be found by visiting www.walkfromobesity.com.

Public Relations

Walk from Obesity Q & A

Q: What is the *Walk from Obesity*?

A: The annual ASMBS Foundation and Obesity Action Coalition *Walk from Obesity* is a nationwide fundraising event taking place in cities across the country. The Walk is a partnership effort involving patient, health professionals, the healthcare industry and concerned citizens to help raise awareness of obesity as a critical public health problem. The mission of the Walk is to bring together all who are affected by obesity to draw National attention on the need for awareness, treatment and advocacy initiatives.

Q: What cities are participating in the *Walk from Obesity*?

A: Each year, more cities join this excellent cause. Some cities where Walks are taking place include: New York, Atlanta, San Diego, Houston, Nashville, Tampa and Los Angeles. To locate a Walk in your area, visit www.walkfromobesity.com.

Q: Why have a *Walk from Obesity*?

A: Our society is experiencing an obesity epidemic. As estimated 93 million people in the U.S. are obese and 15 million are morbidly obese, putting them at increased risk for other life-threatening diseases including type II diabetes and heart disease, at a cost of \$117 billion every year. The *Walk from Obesity* is a national effort to increase public awareness of the disease of obesity, the numerous physical and emotional consequences that result from it, and available treatments.

Q: Where does the money raised from the Walk go?

A: The *Walk from Obesity* will raise money for education and research efforts into obesity and related illnesses, obesity prevention and treatment and will call attention to one of the most important public health problems we face. A portion of the funds are returned to local communities to support community obesity initiatives through the Bryan Woodward Community Grant Program.

Q: What is the ASMBS Foundation?

A: The ASMBS Foundation is a nonprofit organization formed by the American Society for Metabolic and Bariatric Surgery, the largest society for weight-loss surgery in the world. The Foundation is dedicated to research into the causes, prevention and treatment of obesity. The ASMBS Foundation established the first annual *Walk from Obesity* in 2003, with the vision and direction of Bryan G. Woodward.

Q: What is the Obesity Action Coalition (OAC)?

A: The OAC is a non-profit organization composed of those patients affected by obesity. It is dedicated to education, advocacy and support on behalf of those affected by obesity.

Q: Why are the ASMBS Foundation and OAC leading the *Walk from Obesity*?

A: The ASMBS Foundation and the OAC are involved in the *Walk from Obesity* because there is an obesity epidemic in this country that accounts for over 100,000 deaths each year due to obesity-related illnesses and costs our healthcare system \$117 billion a year. The ASMBS Foundation and the OAC want to lead the effort to change this and are working with patients, healthcare professionals, the healthcare industry and concerned communities to increase awareness of and take action against this serious health problem.

Q: How is the healthcare industry involved in the *Walk from Obesity*?

A: The *Walk from Obesity* is a partnership effort involving patients, healthcare professionals, research organizations, concerned citizens and the healthcare industry to help raise awareness of obesity as a critical public health problem.

Q: Who can participate in the *Walk from Obesity*?

A: The Walk is open to anyone who wants to participate, including those living with obesity, those who have successfully treated their obesity, the family and friends of those affected by the disease of obesity, healthcare professionals, athletic teams and fitness groups and other members of local communities.

Q: How far is the *Walk from Obesity*?

A: The distance of each Walk varies depending on the city and site where it is taking place (i.e. a park, a track, local roads, etc.). Most walks will range from one to three miles.

Q: Isn't it dangerous for obese and morbidly obese people to participate in a Walk like this?

A: All participants are encouraged to walk only as far as they feel comfortable and physically capable. The Walk is a noncompetitive effort to involve communities in light physical activity and bring attention to the serious issue of obesity. Similar to other events of this kind, local medical personnel will be on site, and all walkers should consult their doctor before participating.

Q: What types of treatment are available for obesity?

A: Obesity is a disease that may be treated through a combination of methods including diet, exercise and/or medication. For the morbidly obese, physician supervised programs and weight-loss surgery are two viable treatment options. Morbidly obese individuals should consult their physician or other health care professional to determine which methods are appropriate for them. For more information about treatments for obesity, visit www.obesityaction.org.

Q: Can those unable to participate in the *Walk from Obesity* still contribute?

A: Yes. Those who wish to make a contribution to the *Walk from Obesity* and its mission can visit the Web site, www.walkfromobesity.com, that provides information for contributing online as well as by mail. Contributions can also be made by calling (352) 332-9100, (866) 471-2727 or faxing (352) 331-4975.

Q: Are donations to the Walk tax-deductible?

A: Yes. Since the event directly and solely benefits a charity, donations and contributions are tax-deductible.

Q: How can people learn more about the *Walk from Obesity*?

A: For more information on the *Walk from Obesity* and to locate a Walk in your area, visit www.walkfromobesity.com or call (352) 332-9100 or (866) 471-2727.

Q: What are the Bryan G. Woodward Community Grants?

A: Named after the founder of the *Walk from Obesity*, the Bryan Woodward Grants support community initiatives with grants of up to \$5,000 in communities hosting a Walk. Preference is given to those organization who actively participated in the Walk. More information on the Bryan Woodward Grants can be found by visiting www.asmbfoundation.org. Ten grants are planned for 2009.

WALK *from* OBESITYSM

Walk from Obesity

In-Text Reference: A general article discussing the Walk should refer to the Walk as the following:

- *Walk from Obesity*
- Walk

Headline: WALK*from*OBESITYSM

***Walk from Obesity* Graphic:** The graphics to the right are the only graphics that should be used for Walk-based publicity. High-res images of the graphics are available by contacting the OAC or ASMBS Foundation. (Note: The graphics are available and should **ONLY** be used in black and white or four-color.)

***Walk from Obesity* Web site:** The *Walk from Obesity* Web site is referred to in-text as www.walkfromobesity.com.

***Walk from Obesity* Press Release Boilerplate:** The Walk from Obesity was established to raise awareness of the obesity epidemic and to support initiatives focusing on prevention, education, research, treatment and advocacy. Proceeds from the Walk benefit the independent educational and research initiatives of the ASMBS Foundation and the Obesity Action Coalition. Walkers raise money by asking friends, family and co-workers to sponsor them. In addition to walker income, funds are raised through sponsorship, matching gifts, corporate contributions and other fundraising activities.

***Walk from Obesity* Mission Statement:** The mission of the *Walk from Obesity* is to bring together all who are affected by obesity to draw National attention on the need for awareness, treatment and advocacy initiatives.



References to OAC and ASMBS Foundation

Obesity Action Coalition

The full name is “Obesity Action Coalition” or abbreviated OAC.

OAC Graphic: The graphic to the right is the only graphic that should be used for OAC-based publicity. High-res images of the graphic are available by contacting the Obesity Action Coalition.



In-Text Reference: A general article discussing OAC should refer to OAC as:

- Obesity Action Coalition (First Reference)
- OAC
- Coalition
- Organization

Mission statement: The mission of the Obesity Action Coalition (OAC) is to elevate and empower those affected by obesity through education, advocacy and support.

OAC Web site: The OAC Web site is referred to in-text as www.obesityaction.org.

History: The Obesity Action Coalition (OAC) was founded in 2005. The OAC is dedicated to providing educational and advocacy information for all those affected by all forms of obesity.

Boilerplate - Tag line for last paragraph of press release:

The mission of the OAC is to elevate and empower those affected by obesity through education, advocacy and support. The OAC strives to educate obese individuals, family members and the public on obesity. In addition, the OAC will increase obesity education, work to improve access to medical treatments for the obese, advocate for safe and effective treatments and strive to eliminate the negative stigma associated with obesity.

ASMBS Foundation

The full name is “ASMBS Foundation”

ASMBS Foundation Graphic: The graphic to the right is the only graphic that should be used for ASMBS-based publicity. High-res images of the graphic are available by contacting the ASMBS Foundation.



In-Text Reference: A general article discussing the ASMBS Foundation should refer to the ASMBS Foundation as the following:

- American Society for Metabolic and Bariatric Surgery Foundation (First Reference)
- ASMBS Foundation
- Foundation

Mission Statement: The ASMBS Foundation's mission statement is to raise professional and public awareness about morbid obesity and bariatric surgery through education and obesity research and to support physician and allied health research and public health projects.

ASMBS Foundation Web site: The ASMBS Foundation Web site is referred to in-text as www.asmbfoundation.org.

History: The ASMBS Foundation was established through the efforts of the ASMBS Executive Council in 1997 spearheaded by Dr. Ross Fox. The ASMBS Executive Council and Dr. Fox had the vision to recognize the need to provide fundraising through charitable gifts, public and private donations to support obesity awareness, understanding and research to advance bariatric surgery and care of the morbidly obese population. As the Foundation's first President, Dr. Fox obtained a non-profit 501(c)(3) corporation designation.

Staff Contact Information

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Thank you for your interest in the *Walk from Obesity*. We look forward to speaking with you!