

E v e n t C o n t a c t

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F o r R e l e a s e : I m m e d i a t e



Westport Weston Family Y Promotes Healthy Living with *America On the Move Week* from Saturday, September 22 through Saturday, September 29.

Westport CT, September 14, 2007 – The Family Y is encouraging people in Westport and Weston to join in a nationwide YMCA event that promotes active living and healthy eating. During the week of September 22 – 29, community members are invited to come to the Westport Weston Family Y to participate in activities designed to improve their health and quality of life.

America On the Move Week will kick-off with an event at Jesup Green in Westport on Sunday, September 23rd from 12:00 – 3:00 pm. Members of the Family Y and the community at large are invited to find out how they can participate in the variety of healthy living programs and activities that we have planned.

During *America On the Move Week*, the Family Y will offer a Health Fair, special sessions with a Reiki Master (a Japanese technique for stress reduction and relaxation that also promotes healing) and an Extreme Recipe Makeover. The week also features lectures by noted Fitness and Wellness expert Geri Zatzoff (former Senior Director of Fitness at the Family Y), Nutritionist Diane Decker and Family Practitioner Dr. Christine Kolade. Plus there will be classes in Boxing, Dance, Juggling, Karate and Water Walking as well as a Compo Beach Bike Tour and a Health Walk at our 32-acre Mahackeno campus. All events are open to everyone in the community, free of charge.

This effort builds upon a national partnership between the national YMCA organization and the America On the Move Foundation and aims to motivate and mobilize thousands of Americans to a healthier lifestyle. America On the Move is a national non-profit organization with the mission of improving the quality of life – for individuals, families, communities and society. PepsiCo and its Smart Spot products are supporting this effort as a national sponsor of YMCA Activate America and the National Presenting Sponsor of America On the Move.

“With 60 million adults – 30 percent of the U.S. adult population – and nine million children obese or overweight, increased physical activity for our children and families is of critical importance to our community,” notes Debbie Montoya, the *America On the Move Week* Event Coordinator. “Research from organizations such as America On the Move Foundation has shown that small, consistent changes to daily physical activity and eating patterns can add up over time to big rewards. Through this effort, we hope to inspire and encourage individuals to see how easy small changes can be.”

America On the Move Week at the Family Y is part of the YMCA’s national initiative known as YMCA Activate America, which is rallying YMCAs across the country to further enhance their service and support to kids, adults and families who want a healthier lifestyle, but struggle to do so. As a part of YMCA Activate America, YMCAs are also deepening their commitment to community-wide efforts to promote healthy living and intensifying their collaboration with other community partners to magnify their impact.

In addition to the national partnership with America On the Move Foundation, the Westport Weston Family Y is making a local, public commitment to intensify its role as a leader in supporting healthy living within the community. Toward that end, the Family Y has developed many new programs for people of all ages and abilities.

Information about *America On the Move Week* may be obtained at the Family Y Member Service Desk or by visiting our website at www.westporty.org. Or stop by the Weeks Lobby of the Family Y on Friday, September 21st between 9:00 am and 3:00 pm to register for events.

About the Westport Weston Family Y

As a valuable community resource, the Westport Weston Family Y is proud to participate in YMCA Activate America, a national effort to help Americans live healthier lives. The Westport Weston Family Y is an affiliate of the YMCA of the USA and a partner agency of the United Way of Westport and Weston. Its mission is to build strong kids, strong families and strong communities. The Westport Weston Family Y is governed by two boards comprised of 43 community volunteers. For additional information about the organization and programs, visit www.westporty.org.

About America On the Move

America On the Move Foundation is the non-profit organization dedicated to helping communities across our nation make positive changes to improve the health and quality of life of all of their citizens. America On the Move (AOM) programs help people make small changes in their food choices and physical activity to attain and maintain a healthy weight, thus improving their quality of life and reducing risk for diseases including heart disease, diabetes and some cancers. For more information, visit www.americaonthemove.org or call 1-800-807-0077.



P R E S S R E L E A S E

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About PepsiCo and the Smart Spot Program

PepsiCo, one of the world's largest food and beverage companies, is committed to providing industry leadership in the health and wellness arena. PepsiCo and its Smart Spot products are supporting this effort as a national sponsor of YMCA Activate America and the National Presenting Sponsor of America On the Move. PepsiCo launched the Smart Spot symbol, the first-of-its-kind designation that makes it easier for consumers to identify PepsiCo products that can contribute to healthier lifestyles. Products that feature the Smart Spot symbol meet established nutrition criteria based on authoritative statements from the U.S. Food and Drug Administration and the National Academy of Sciences. The Smart Spot logo appears on more than 250 products across all of PepsiCo's brands including Tropicana®, Aquafina®, Gatorade®, Baked! Lay's®, Quaker Oats ® and Diet Pepsi®.

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