



As a major component of her signature initiative to reverse the nation's childhood obesity epidemic within a generation, First Lady Michelle Obama has called on cities and towns across the country to join her *Let's Move!* campaign.

"Ultimately, it's going to take all of us, and particularly all of you, our nation's mayors – all working together to help our kids get, and stay, healthy," said the First Lady. "It's about the kind of future we want for our kids. We need your ideas and input. We're looking to you to be leaders on the frontlines of this effort across the country. I look forward to working with all of you to give them that chance."

Let's Move Cities and Towns targets one of America's gravest public health threats and emphasizes the critical leadership mayors and other city leaders can provide to spur local action. Participating cities and towns agree to take simple steps that promote healthy eating and physical activity, choosing strategies that make sense for their own communities. The White House has encouraged municipal officials to adopt a long-term, sustainable and holistic approach to childhood obesity, with at least one significant action in each of the following areas:

1. Helping Parents Make Healthy Family Choices
2. Creating Healthy Schools
3. Providing Access to Healthy and Affordable Food
4. Promoting Physical Activity

The White House will recognize participating communities on the *Let's Move!* Web site, and mayors may be invited to participate in conference calls and events with White House and federal agency staff to celebrate successes and discuss ideas and challenges.

To learn more and to become a *Let's Move! City* or a *Let's Move! Town*, visit www.letsmove.gov/officials.php. If your city is interested in signing on, please go to www.hhs.gov/intergovernmental/letsmove/index.html or complete the form on the back. Please fax completed forms to 202-626-3117 or mail them to Attn: Leon Andrews, National League of Cities, 1301 Pennsylvania Avenue N.W., Suite 550, Washington, DC 20004. To learn about municipal strategies for combating childhood obesity, contact Leon Andrews at (202) 626-3039 or andrews@nlc.org.





LET'S MOVE *Cities & Towns*

WWW.LETSMOVE.GOV

Sign Up to be a Let's Move City or Town

City/Town:

State:

Elected Official Leading Effort:

Point of Contact Name:

Telephone Number:

Email Address (please use official government email address if applicable):

Office Mailing Address:

To sign up online please visit: www.hhs.gov/intergovernmental/letsmove/index.html

