



Begin: January 11, 2011
End: TBD

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:15 SECOND PSA – “YOUR WEIGHT MATTERS” CAMPAIGN

DIABETES, HIGH BLOOD PRESSURE, HEART DISEASE – THESE ARE ALL HEALTH CONDITIONS ASSOCIATED WITH EXCESS WEIGHT. IT’S NO SECRET THAT THESE CONDITIONS ARE WEIGHT-RELATED, BUT THE SURPRISING FACT IS THAT MOST AMERICANS DO NOT KNOW THEY’RE AT RISK FOR ANY ONE OF THEM. TO HELP RAISE AWARENESS OF EXCESS WEIGHT AND ITS HEALTH IMPACT, THE OBESITY ACTION COALITION HAS LAUNCHED A NATIONAL AWARENESS EFFORT, THE “YOUR WEIGHT MATTERS” CAMPAIGN, CHALLENGING ALL AMERICANS TO MEASURE THEIR WEIGHT AND TALK TO THEIR HEALTHCARE PROFESSIONAL. TAKE THE CHALLENGE TODAY AT WWW.YOURWEIGHTMATTERS.ORG.

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