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End: TBD

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:30 SECOND PSA – “YOUR WEIGHT MATTERS” CAMPAIGN

IT’S NO SECRET THAT WEIGHT AND HEALTH GO HAND-IN-HAND. TODAY, MILLIONS OF AMERICANS ARE AFFECTED BY EXCESS WEIGHT, WITH HEALTH PROBLEMS THAT CAN INCLUDE DIABETES, HYPERTENSION, SLEEP APNEA AND MUCH MORE. MOST AMERICANS DO NOT REALIZE THEY ARE AFFECTED BY EXCESS WEIGHT UNTIL THEY ARE DIAGNOSED WITH A HEALTH CONDITION. TO HELP RAISE AWARENESS OF EXCESS WEIGHT, THE OBESITY ACTION COALITION, A NONPROFIT CHARITY, HAS LAUNCHED THE “YOUR WEIGHT MATTERS” CAMPAIGN – A NATIONAL EFFORT CHALLENGING THE AMERICAN PUBLIC TO MEASURE THEIR WEIGHT AND TALK TO THEIR HEALTHCARE PROFESSIONAL. LEARN MORE ABOUT THE “YOUR WEIGHT MATTERS” CAMPAIGN AND TAKE THE “YOUR WEIGHT MATTERS” CHALLENGE TODAY! VISIT US AT WWW.YOURWEIGHTMATTERS.ORG.

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