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**OBESITY ACTION COALITION SET TO LAUNCH NATIONAL WEIGHT AWARENESS CAMPAIGN,
TITLED "YOUR WEIGHT MATTERS"**

Tampa, Fla. – On January 18, 2010, the Obesity Action Coalition (OAC) will launch a national weight and health awareness campaign aimed to encourage the American public to assess their weight and urge them to speak to their doctor about their weight. The goal of this campaign is to get the American public to start looking at weight and its impact on their health and the health of their loved ones.

"The OAC educates hundreds of thousands of individuals affected by excess weight each year. We realized the need for a campaign that would encourage all individuals to assess their weight and open the 'often avoided' discussion about weight with their doctor. America is facing one of the largest health epidemics of all time – obesity, and the only way for our nation to address this epidemic is to educate ourselves and learn more about the impact our weight has on our health and wellness," said Joseph Nadglowski, OAC President and CEO.

Through the "Your Weight Matters" Campaign, individuals can take the "Your Weight Matters" Challenge and sign up to pledge to talk to their doctor about their weight. When taking the challenge, individuals will receive an e-toolkit with valuable information for managing their weight and tips for when talking to their doctor. During launch week, the first 500 individuals who sign up to take the "Your Weight Matters" challenge will receive the official "Your Weight Matters" awareness bracelet and also be entered into a drawing to win a free *iPod touch*.

Millions of Americans are affected by excess weight; however, most Americans are not aware of their weight or the health implications associated with excess weight. The "Your Weight Matters" Campaign empowers and encourages the public to measure their weight and talk to their doctor. The Campaign Web site, www.yourweightmatters.org, features useful information on measuring your weight, health and wellness and much more.

#more#

The mission of the Obesity Action Coalition is to elevate and empower those affected by obesity through education, advocacy and support.



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For more information on the “Your Weight Matters” Campaign, including downloadable public service announcements, please visit the “For the Media” section located on the sitemap on www.yourweightmatters.org.

About the “Your Weight Matters” Campaign

“Your Weight Matters” is a National campaign proudly produced and presented by the Obesity Action Coalition (OAC). We are challenging every single individual in the United States to take the “Your Weight Matters” campaign challenge – Talk to Your Doctor about **YOUR** Weight.

About the OAC

The OAC is a nonprofit National charity dedicated to helping those affected by obesity. The OAC was formed to bring together individuals struggling with weight issues and provide educational resources and advocacy tools.

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