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**FOR IMMEDIATE RELEASE**

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**“YOUR WEIGHT MATTERS” CAMPAIGN CHALLENGES THE AMERICAN PUBLIC TO  
TALK TO THEIR HEALTHCARE PROFESSIONAL ABOUT THEIR WEIGHT**

**Tampa, Fla.** – Hypertension, sleep apnea, diabetes, high cholesterol and stroke – these are all serious health risks associated with excess weight. In an effort to raise public awareness of excess weight and its related health risks, the “Your Weight Matters” campaign, brought to you by the Obesity Action Coalition (OAC), is issuing a nationwide challenge to all Americans to talk to their healthcare professional about their weight.

Beginning today, the OAC is encouraging all Americans to visit [www.yourweightmatters.org](http://www.yourweightmatters.org) and learn more about measuring their weight, health and wellness and much more. When taking the challenge, visitors will be provided with a “Your Weight Matters” e-toolkit. The e-toolkit will help them gather the right kind of information to bring when talking to their healthcare professional, including a food log, exercise tips, helpful resources and much more.

As a bonus for taking the “Your Weight Matters” challenge, the first 500 individuals to take the challenge will receive the official “Your Weight Matters” awareness bracelet and also be entered into a drawing to win a free *iPod touch*.

“More than half of the United States is affected by excess weight; however, many Americans, both young and old, do not realize they are overweight or obese until they are faced with a serious health risk, such as diabetes or high blood pressure. The ‘Your Weight Matters’ campaign is an excellent way for individuals to educate themselves about their weight and realize its impact on their health and wellbeing,” said Barbara Thompson, OAC Chairperson.

For more information on the “Your Weight Matters” Campaign including public service announcements, newsletter blurbs and much more, please visit the “For the Media” section located on the sitemap on [www.yourweightmatters.org](http://www.yourweightmatters.org).

#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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### **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 Healthcare Professional 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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