



MINNESOTA VIKINGS NEWS RELEASE

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LORENZO BOOKER, AMPLATZ CHILDREN'S HOSPITAL AND VIKINGS TEAM UP TO TACKLE CHILDHOOD OBESITY

Minneapolis, MN (October 14, 2011) – On Tuesday, October 18, Vikings RB **Lorenzo Booker** will team up with University of Minnesota Amplatz Children's Hospital as part of the new **Vikings Fitness Playbook** program to battle childhood obesity.

The media portion of the event will take place from 10:30 – 11:30 a.m. at Olson Middle School (1607 51st Avenue N. Minneapolis, MN 55430; 612-668-1640).

Childhood obesity is facing a new opponent thanks to the generous support of the Minnesota Vikings and the Vikings Children's Fund. With their commitment of \$240,000 over three years, the Vikings worked with physicians and researchers at University of Minnesota Amplatz Children's Hospital to create the Vikings Fitness Playbook, a unique way to offer children and their family simple, concrete ways to lead healthier lives. The goal of the Vikings Fitness Playbook is to improve heart health and quality of life for children and families in Minnesota through practical tips and tricks to stay in shape and make healthy food choices - all delivered in an accessible pocket-sized "playbook" format.

During this event, Booker and U of M faculty will encourage kids to tackle the Vikings Fitness Playbook Challenge by discussing the importance of physical activity, demonstrating exercises, and sharing healthy eating choices to fuel play.

An alarming 32 percent of children today are considered overweight. About 16 percent are considered obese, and up to 7 percent are considered extremely obese. Another component of the Vikings Fitness Playbook program includes an intensive, family-based, 10-week fitness and weight-management program for obese children and their parents. This program helps families regain a healthy lifestyle by offering nutrition education through a registered dietician and physical activity with Kinesiology students at the University of Minnesota. The University will expand this to the community by promoting research findings and principles to help children and families lead healthier lifestyles.

"This is an endeavor that has the potential to change so many young lives," said **Lester Bagley**, vice president of public affairs for the Vikings. "The Vikings look forward to being a part of this program."

Media should meet staff at 10:15 a.m. in the lobby of Olson Middle School. Contact Nick Engbloom, Minnesota Medical Foundation Children's Health External Relations, at 612-626-8429 for parking and directions. For more information, please contact Vikings Executive Director of Community Relations/Youth Football Brad Madson at 952.828.6590.