

## Fit4D Praises Michelle Obama's Let's Move Campaign to Curb Childhood Obesity

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For Immediate Release

*Healthy eating and exercise can help reduce the link between childhood obesity to Type 2 diabetes.*

New York (PRWEB) February 11, 2010 – Fit4D, a leader in personalized diabetes coaching, praises Michelle Obama's "Let's Move: America's Move to Raise a Healthier Generation of Kids" campaign to create awareness and act to eliminate childhood obesity.

Obesity is linked to risk factors associated with cardiovascular disease, such as high blood pressure, high cholesterol and Type 2 diabetes. Children are particularly at risk. According to the Centers for Disease Control and Prevention, 12.4 percent of children age's two to five are obese; 17 percent of six to 11 year olds are obese; and 17.6 percent of 12 to 19 year olds are obese.

"We praise Michelle Obama for her efforts to recognize and raise awareness to help eradicate this alarming trend in our children. While not all diabetes is curable, our goal is to help reverse this epidemic, prevent the progression of type 2 diabetes from pre-diabetes, and reduce obesity rates to help people live the healthiest and happiest lives possible," said David Weingard, founder and CEO of Fit4D. "Every parent in this country can do something to make a difference in the health and well-being of their children. Fit4D is committed to providing the critically needed educational and support services to achieve this goal."

Weingard adds, "Every parent should be aware of what they can do to help their child keep active and encourage healthy eating. Try to start right away and make it fun. More playtime after school, sports, a walk with friends, dancing – keep children active. Also make healthy eating a goal – adding a fruit or vegetable at every meal is a good habit".

### **About Fit4D**

Fit4D empowers people through education, tools and the motivation needed to manage their diabetes, improve their health and decrease the costs of diabetes-related healthcare. Picking up where the doctor leaves off, Fit4D connects members with its team of highly-trained dietitians, fitness coaches, registered nurses, pharmacists and physiologists – most of whom are Certified Diabetes Educators (CDEs).

In a system where the average physician consultation averages seven minutes, Fit4D.com's diabetes experts are committed to working with clients on their schedule and from the comfort and privacy of home via phone, email or text and take the time to listen to the concerns of each client and coach them to take control of the diabetes on their own. Additionally, the company provides a robust online knowledge center including educational content through articles, videos, webinars, monthly newsletters and open forums where anyone may engage and gain the support of others living with diabetes and address the specific needs of the diabetes and pre-diabetes communities. For more information, visit [www.fit4D.com](http://www.fit4D.com).

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