America On the Move Hosts Fifth Annual STEPtember Campaign

Evidence-based nonprofit encourages Americans to make September STEPtember by moving more and eating less through small changes in daily lifestyle

Denver, CO (PRWEB) September 13, 2010 -- America On the Move Foundation, Inc., an evidence-based nonprofit helping individuals, families, communities, worksites, and more in making positive changes to improve their health and quality of life, is hosting STEPtember 2010—the fifth annual month-long celebration highlighting how easy it is to be active and eat healthfully. During September, America On the Move challenges Americans to try its small-changes approach to healthier living.

According to the Centers for Disease Control, in 2008, 68% of the adult US population was considered overweight or obese while 31% of children aged 2-19 were considered overweight or obese. America On the Move’s own research proves that small, specific changes in food and physical activity behaviors can have a significant impact on health and effectively stop weight gain. The foundation’s research-based programs encourage people to move more and eat healthier by making two small daily changes:

• Take 2,000 more steps (about one mile)
• Eat 100 fewer calories (about a tablespoon of butter).

Successful implementation of these two small changes is proven to help stop the average national adult weight gain of one to two pounds a year.

Throughout the month of September, the STEPtember 2010 Challenge allows hundreds of thousands of Americans to experience the simplicity, power, and success of making small changes to live a healthier life while being eligible for incentives.

By registering on the America On the Move website and joining the STEPtember 2010 Challenge, participants are eligible to win a variety of weekly prizes as well as a grand prize. Weekly incentives include Nordic walking poles donated by Boomyah, restaurant gift certificates, and Reebok walking shoes. The grand prize, valued at $1200, includes restaurant gift certificates donated by Healthy Dining Finder, Reebok walking shoes, and $500 gift cards to both a sporting goods store and a grocery store.

Participants in the STEPtemember 2010 Challenge will have access to all of America On the Move’s free online resources that have already helped Americans make lasting, positive lifestyle changes. The self-administered web program includes activity log, virtual trails, food diary, downloadable tools, daily dietary and activity tips, goal setting, and more.

“Americans, by and large, are not active enough and eat too many calories to maintain a healthy way of life,” said Dr. James O. Hill, co-founder of America On the Move and director of the Center for Human Nutrition at the University of Colorado Denver. “Obesity has become a public health crisis that America On the Move is determined to help solve – with simple steps. During the month of STEPtember, we want to show everyone just how easy it is to take small steps toward a healthier way of life.”

America On the Move and STEPtember 2010 campaign are funded through public and private grants, sponsorships, donations, and paid groups. In celebration of STEPtember, America On the Move is also offering
the paid group structure for half price. For more details, contact karen@americaonthemove.org.

About America On the Move Foundation, Inc.
America On the Move Foundation Inc. is an evidence-based national nonprofit organization that helps individuals, families and communities make positive changes to improve Americans’ health and quality of life. America On the Move supports a small-changes approach to healthy eating and active living habits. America On the Move’s science-based programs and outreach support Americans of all ages in managing their weight through energy balance. For more information, please visit www.americaonthemove.org.

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