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City of Plainfield

Press Release

THE CITY OF PLAINFIELD TEAMS UP WITH PMUA TO LOSE WEIGHT

City Agencies Take Co-Operation to the Next Level

Plainfield, NJ June 6th, 2008:

(Plainfield, NJ) -- The City of Plainfield and the Plainfield Municipal Utilities Authority (PMUA) have joined together to launch a joint weight loss campaign aimed at encouraging employees to shed excess pounds, achieve healthier weights, and reduce the risk of life-threatening diseases.

"It is not only about losing extra pounds," says the Mayor of Plainfield Sharon Robinson-Briggs. "It is about our health and well-being. *The Challenge* is about us working together and encouraging each other as we begin to live healthier lives."

Founded by Dr. Ian Smith, *The Challenge* is sponsored by State Farm. Employees joining the teams will be given a free 50 Million Pound Challenge Kit from State Farm Agent Christopher M. Ciraulo. *The Challenge* is also supported and endorsed in name and deed by leaders across the community and national civic and health organizations.

This *Challenge* between the City of Plainfield and the PMUA comes at a time when, according to Dr. Ian Smith, poor diets and low levels of physical activity have turned obesity into a serious public health problem. Dr. Smith has expressed, that the number one health crisis facing Americans, is being overweight. Countless statistics show that this life-threatening health risk is getting worse, and fast. In the last few decades, the percent of overweight young Americans has more than doubled and

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obese adults nearly tripled (CDC data from “Health, U.S., 2006”). Two out of every three adults (66%) today are considered either overweight or obese. Even more troubling, Dr. Smith says, is that 17% of all children in the U.S. are now overweight. The statistics for African Americans are even more alarming – where almost 80% of adult women and 67% of adult men are overweight. Teenagers are developing Type 2 diabetes, high blood pressure, and in some cases, early signs of heart disease. Dr. Smith maintains that this decline in our youth’s health can be attributed to poor diet, lack of exercise, and inadequate medical guidance.

“The weight loss challenge with the employees of City of Plainfield and the PMUA can be extremely effective,” says Eric Watson Executive Director of PMUA. “It is a proven fact that people are more motivated when they receive encouragement from other team members, it is a great way to improve our overall employee health.”

Employees will weigh in on Monday, June 16, 2008 at the Plainfield YMCA at 12 noon. The teams will be supported by three advisors: a Nutritionist, a Medical Consultant and a Fitness Coordinator. Regular weigh ins and meetings with the weight loss advisors will be scheduled monthly for the teams. The teams are anticipating being able to partner with the YMCA as well as the YWCA. Funds raised from pledges will benefit the Plainfield Rescue Squad. The final weigh in is set for Monday, September 8, 2008 and announcement of the “biggest loser” on Saturday, September 13, 2008.

[View flyer](#) for additional Information or please contact:

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