



News Release

FOR IMMEDIATE RELEASE

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Local Group Fights Childhood Obesity Epidemic

(Reno, NV) – Anyone driving by a school after the final bell has rung can see that the statistics regarding childhood obesity levels on the rise are true. More and more kids are falling into the overweight or obese classification for weight and our children are becoming increasingly unhealthy.

On Friday, November 21st, a local organization committed to fighting the obesity epidemic amongst our youth will present to children at the main location of the Boys & Girls Club located at 2680 East 9th Street in Reno starting at 5:15pm to teach them about the importance of healthful eating and exercise.

The Obesity Prevention Foundation was established by the four surgeons of Western Bariatric Institute who daily see the devastating effects of obesity in people. Seeing that the epidemic was reaching our children, the group decided that it was time to make a difference.

“In our business of weight loss surgery, we see families come in who are affected by obesity and knew we had to do something. We see parents who can’t play with their kids due to their weight, and we see kids who are going down the same path as their parents and if we can reach those families and make a difference, we know that their futures will be brighter,” said Dr. Kent Sasse, Medical Director for Western Bariatric Institute and Founder of the Obesity Prevention Foundation.

The Washoe District Health Department released startling statistics this week that showed that 37.5% of Washoe County children are considered overweight or obese, almost 6% higher than the national average of 31.9%.

“Seeing those numbers shows us how important it is to become involved in our community and provide children and adolescents with the education to make better choices. If we can help one child to drink one less soda and pick up a piece of fruit instead of a bag of chips, we are making an impact,” stated Dr. Sasse.

The Obesity Prevention Foundation offers free educational presentations to schools and community programs throughout the Reno area to help provide education. Friday’s presentation will be the first of eleven presentations being done at the various Boys and Girls Club locations and will provide education for Kindergarteners through high school students.

“As a community, we have to take an active role in helping our children to become healthier,” said Dr. Sasse.

To learn more about the Obesity Prevention Foundation, please visit www.obesitypreventionfoundation.org or call Kim Brown at (775) 326-9171.

Friday’s presentations at the Boys and Girls Club on East 9th Street will begin at 5:15 for Kindergarteners through third graders and the second presentation will begin at 6:00pm for the fourth through sixth graders.