



For Immediate Release

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The Surgeon General of the United States Dr. Regina Benjamin will speak on her vision for a healthy and fit nation and celebrity trainer Grant Roberts along with Morgan Freeman will launch a new community health initiative “Young and Mobile.”

Date: Thursday, September 23, 2010

Time: 1030 AM

Place: Dodge Elementary School, 2615 Longleaf Drive, Mobile, Al 36693-4027

<http://dodge.mce.schoolinsites.com/>

<http://youngandmobile.com/>

Background information on Young and Mobile:

The Surgeon General stated in the Vision for a Healthy and Fit Nation 2010 that our nation stands at a crossroads. Today’s epidemic of overweight and obesity threatens the historic progress we have made in increasing American’s quality and years of healthy life. Two-third of adults and nearly one in three children are overweight or obese. In addition, many racial and ethnic groups and geographic regions of the United States are disproportionately affected. The sobering impact of these numbers is reflected in the nation’s concurrent epidemics of diabetes, heart disease, and other chronic diseases.

The solution to this crisis will be multifaceted and will require an aggressive education and awareness campaign. A predominantly sedentary lifestyle coupled with a food consumption pattern rich in processed food and carbohydrates exacerbates the problem. In Mobile, this will require an emphasis on community awareness that crosses generational lines and offers solutions that only require the willpower to make an informed decision to change lifestyle.

Young and Mobile is a robust web site utilizing all forms of social media. The purpose of the site is to inform and motivate the community so that individuals can make the right decisions about a lifestyle that promotes health and wellness. The uniqueness of Young and Mobile is that it dispels traditional health guidelines such as: eliminate fat from your diet, use body mass index as an indicator of health, and strive for a stress free life and other commonly held beliefs.

Young and Mobile is a learning tool that reinforces a holistic approach to health and wellness through ten steps. Mental health is stressed through the importance of enjoying life, striving for balance, using your brain as a muscle and accepting occasional and not chronic stress as a positive influence. Nutrition is essential and an increased awareness as to the proper intake of carbohydrates and emphasis on protein. Exercise is a fundamental element of health and wellness, but should include strength along with cardio workouts including stretching. Rest, recovery and replenishment are discussed because over training can be as damaging as no exercise. Finally the importance of embracing a competitive spirit is discussed, not necessarily to compete with others, but to always challenge one self.

Young and Mobile is not just be a web site but a virtual trainer for individuals, and education tool for community groups, businesses and families. It is also a mechanism to leverage the existing efforts of public and private organizations, provide a framework for a variety of activities for all age groups and most importantly provide our youth with the knowledge and choices they need to make to reverse the destructive trends of today.