



*America's Move to Raise a  
Healthier Generation of Kids*



# OUR PLEDGE

It's our move.

Our kids need to eat healthier food.

They need to be more active.

We all...parents, teachers, doctors, grocers and businesspeople...need to join together.

We can't let this generation grow up more likely to get diabetes, cancer or heart disease.

Let's Move on this crisis!

Our work! work! work! all-digital-all-the-time world isn't healthy for us or our kids.

We need ways for the whole family to band together.

Parents are looking for tips and tools.

To help our kids choose good food.

To help them learn that shooting hoops with friends beats shooting aliens with a laser.

Kids were meant to move!

If kids could be coaxed off computers, where would they go?

Is there a park in the neighborhood?

Is there a playground nearby?

Do their schools have enough sports facilities?

Where are they going to get that sixty minutes of activity needed each day?

Kids need places to move!

Our kids need to be eating healthier food.

We need to help our schools and grocery stores offer better options.

More fruit, less sugar. More vegetables, less fat.

More knowledge, fewer empty calories.

More cooperating to solve these problems.

Let's Move together!

We believe every kid has the right to a healthy childhood.

We can't let this be the first generation in our history to grow up less healthy than their parents.

The ingredients...better food + more activity...are clear.

Let's Move isn't just noble, it's a necessity.

It's not just a slogan, it's our responsibility

Are you with us? Let's Move!