
The Biggest Generation

Part of the Emmy® award-winning *Connect with Kids* series

A community-based partnership sponsored in your area by your local schools, {Station}, and *Connect with Kids*/CWK Network.

A Television Presentation: {Date @ Time} on {Station}

(Date/time subject to change. Please check local listings and visit www.connectwithkids.com, click on "TV Programs for Families" and click on "playing" in the body of the text for a listing of future televised specials.)

Scientists and physicians are calling obesity among America's youth an epidemic. In fact, some medical practitioners are predicting for the first time in American history that this generation of young people will have a shorter lifespan than their parents, all because of expected health problems later in life related to weight. Diabetes, high blood pressure, high cholesterol, heart attacks, strokes, cancer - what can we do? *The Biggest Generation* presents ten innovative tips to solve the epidemic of childhood obesity. Each one comes from new and creative ideas, in both schools and at home, proven to work in small communities across the United States.

Connect with Kids programs feature real kids, true stories, experts and educators ... a way to help parents and kids start a conversation about the tough topics kids face every day.

USE THIS FLYER TO:

- Tell parents about the upcoming television special
- Ask parents and students to watch together
- Reprint in school newsletters, send via email or post on Web sites
- Coordinate the TV program with classroom topics and lessons

For more information, or to purchase a copy of the show, visit www.connectwithkids.com, or call 1-888-598-KIDS (5437) and press 2. Or email us at sales@cwknetwork.com.

