

FOR IMMEDIATE RELEASE

Contact:

Kristen Crusan
Public Relations & Community Relations
UPMC Health Plan
412-454-5156
crusankn@upmc.edu

John Jakicic, Director
America On the Move in Pittsburgh
412-488-4182
jjakicic@pitt.edu

America On the Move (AOM) in Pittsburgh Recognizes “Schools On the Move”
AOM in Pittsburgh Awards Six Area Schools with “Schools On the Move” Grant

PITTSBURGH, Pa. (January 29, 2009) – America On the Move (AOM) in Pittsburgh is providing grant funding to six area schools to expand physical activity and health offerings. AOM in Pittsburgh, a community-wide program hosted by the University of Pittsburgh in partnership with UPMC Health Plan, H. J. Heinz Company, Del Monte Foods, Dick’s Sporting Goods, and KDKA-TV is expanding its community efforts to promote healthy living with a grant program entitled “Schools On the Move.”

AOM in Pittsburgh recently accepted entries from western Pennsylvania area schools that have implemented or wish to implement health-related initiatives to help students stay active and understand the importance of exercise and nutrition. Many schools have taken small steps, such as removing vending machines and modifying school lunch programs to make a difference. Others have implemented creative programs, such as redesigning physical education classes and after-school activities and programs.

The following schools were chosen to receive a “Schools On the Move” grant. Each school will receive the award at an assembly hosted by KDKA-TV personality Sonni Abatta and will be featured in a segment on KDKA-TV.

- January 29 – Greater Latrobe Junior High School
- January 30 – Mount Pleasant Area Junior/Senior High School
- February 2 – Grandview Elementary School, Derry Area School District
- February 12 – Schaeffer Primary School, Pittsburgh Public Schools
- February 19 – Riverside Middle School, Beaver County School District
- February 25 – Memorial Elementary School, Bethel Park School District

“The health and wellness of children is a key focus of America and of our community partners,” said John Jakicic, professor and chair of University of Pittsburgh’s Department of Health and Physical Activity, and Director of AOM in Pittsburgh since its inception in 2006. “We are eager to support these initiatives and to contribute to improving the health of our children and our community.”

The message of AOM is simple: Move more; eat less. The health benefits will be long lasting, and by setting reasonable goals and choosing a physical activity that you love, you can take steps to better health.

About America On the Move

America On the Move in Pittsburgh is a local affiliate of the America On the Move® Foundation Inc., which is a national nonprofit organization that helps individuals, families, and communities make positive changes to improve Americans’ health and quality of life. With more than a million participants online and off-line, America On the Move supports a small-changes approach to healthy eating and active living habits. America On the Move’s science-based programs and outreach support Americans of all ages in managing their weight effectively through energy balance. For more information, please visit www.americaonthemove.org.

About UPMC Health Plan

UPMC Health Plan, the second-largest health insurer in Western Pennsylvania, is owned by the University of Pittsburgh Medical Center (UPMC), one of the nation's top-ranked health systems. The integrated partner companies of the UPMC Insurance Services Division – which includes UPMC Health Plan, UPMC Work Partners, LifeSolutions (EAP), UPMC for You (Medical Assistance), and Community Care Behavioral Health – offer a full range of group health insurance, Medicare, CHIP, Medical Assistance, behavioral health, employee assistance, and workers' compensation products and services to nearly 1.2 million members. Our local provider network includes UPMC as well as community providers, totaling more than 80 hospitals and more than 7,600 physicians in a 29-county region. For more information, visit upmchealthplan.com.

###