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FOR IMMEDIATE RELEASE

**NORTH SHORE UNITED WAY'S WOMEN IN ACTION:
NEW INITIATIVE TO CURB CHILDHOOD OBESITY**

November 8, 2011 – The North Shore United Way has launched a new initiative called Women in Action to expand access to healthy eating and physical activity for underserved youth and their families on the North Shore. Funds raised will support innovative new local programs focused on nutrition and exercise for low-income families. The goal is to raise more than \$20,000 to distribute through a new series of grants in the spring.

The North Shore United Way is holding a free educational breakfast open to the community on Friday, November 18th from 8:30 to 10:00 a.m. The event is generously sponsored by Glen Urquhart School and will be held on their campus in Beverly. Vivien Morris, Director of Community Initiatives for Nutrition & Fitness, Boston Medical Center, will speak about national trends and some innovative regional approaches. Registration for the event can be done via email to Corinne Lippie at clippie@nsuw.org or by calling the North Shore United Way at 978-922-3966.

According to Margo Casey, executive director of the North Shore United Way, “Women in Action will work to create opportunities so that ALL families on the North Shore have access to nutritious food and healthy activity. Events like the one on November 18th will help deepen our understanding of local needs and innovative approaches to addressing them. We are excited about the active participation of a growing number of women and men in our new initiative.”

For more information about Women in Action or the North Shore United Way, visit www.nsuw.org or contact NSUW at 978-922-3966.