



## PRESS RELEASE

City of Anderson

City of Redding

City of Shasta Lake

County of Shasta

First 5 Shasta

Head Start

McConnell  
Foundation

Mercy Medical  
Center

Redding Rancheria

Redding School  
District

Shasta College

Shasta County Office  
of Education

Shasta Family  
YMCA

Simpson University

Turtle Bay  
Exploration Park

University of  
California Cooperative  
Extension

Viva Downtown

Whiskeytown  
National Recreation  
Park

Date: May 10, 2012  
Contact: Kerri Schuette, 245-6951

### Free documentary series brings attention to obesity epidemic

SHASTA COUNTY – Healthy Shasta encourages North State residents to tune into "The Weight of the Nation," an HBO documentary series about the nation's obesity epidemic, on May 14 and 15. Viewers do not have to have an HBO subscription to watch this series, as it will be available to anyone with a cable subscription (check your cable company's listing for HBO channels). The films will also be available at [www.hbo.com/theweightofthenation](http://www.hbo.com/theweightofthenation).

The groundbreaking, multi-part documentary series is part of a widespread effort to raise public awareness about the growing health, economic and social issues associated with the obesity epidemic. The series is presented by HBO and the Institute of Medicine (IOM), in association with the Centers for Disease Control and Prevention (CDC) and the National Institutes of Health (NIH), in partnership with the Michael & Susan Dell Foundation and Kaiser Permanente.

The companion website ([www.hbo.com/theweightofthenation](http://www.hbo.com/theweightofthenation)) details 75 simple steps people can take to improve their health, as well as the health of their families and communities. A full slate of social media platforms – from Twitter and Facebook to YouTube and GetGlue – will also showcase these practical actions. People can adopt a social media-fueled Pledge for Progress at the website, and engage many of the films' featured experts in live Q&As at HBO Connect ([hbo.com/connect](http://hbo.com/connect)).

Three years in the making, "The Weight of the Nation" offers an unflinching look at the severity of the obesity crisis, highlighting the groundwork for the societal transformations that must take place in order to slow, arrest and eventually reverse the prevalence of obesity and bring the nation to a healthier weight. It is one of the most far-reaching public health campaigns on this epidemic to date.

Films are available in English and Spanish. For more information about the series, visit [www.hbo.com/theweightofthenation](http://www.hbo.com/theweightofthenation). For more information about local efforts to fight obesity, go to [www.healthyshasta.org](http://www.healthyshasta.org) or call 229-8243.

*Healthy Shasta is a partnership committed to making healthy eating and physical activity choices easier where you live, work and play. Visit [www.healthyshasta.org](http://www.healthyshasta.org) for more information.*