

STORY IDEAS

SUPERSIZED KIDS!

America's Future is in BIG TROUBLE. One doctor explains how to turn it around one family at a time.

Should Congress Pass a FAT FOOD TAX?

Dr. Larimore says YES and explains why a Fat Food Tax is not only important but NECESSARY!

Orlando Magic and Universal Studios Help Families Fight Fat

NBA team, theme park and other Orlando corporation's team with largest hospital in America to help over 100 families lose more than 1,500 lbs. The SuperFit Family Challenge is born.

The SuperFit Family Challenge

A doctor and nutritionist team up in the "Kid Capital of the World" to help hundreds of families lose weight. You could be next.

Is Hollywood to Blame for America's Fat Kids?

One doctor says yes and gives solution to problem

Super Mario Makes Kids Super Fat

Two Experts agree Every Hour a Child Plays Video Games They Double Their Risk of Obesity

Sleepy Kids = Fat Kids?

Doctor reveals a hidden cause of Childhood Obesity that parents can easily prevent.

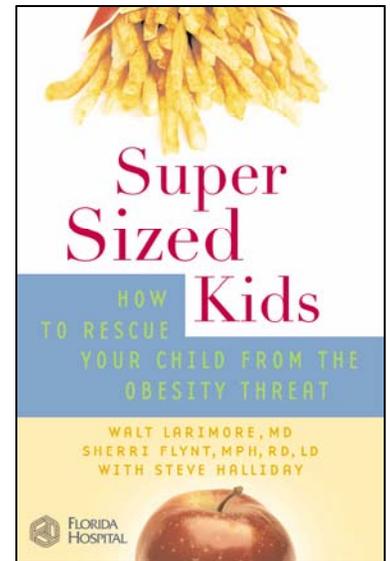
Should Kids Diet?

Orlando Nutritionist gives surprising answer that has helped hundreds of families lose weight



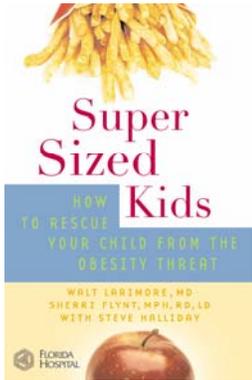
Walt Larimore, MD is a nationally-recognized, board-certified family physician, award-winning medical journalist and best-selling author with over 20 years of experience in caring for children and their families in real day-to-day practice. He is now the Medical Director for Relegent in Tennessee. **Sherri Flynt, MPH, RD, LD** is a registered and licensed dietician and serves as head of the Center for Nutritional Excellence at Florida Hospital. Sherri is actively involved with Florida Children's Hospital and is part of the team developing a pediatric obesity program.

For a full media kit visit
www.SuperSizedKids.com



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SuperSized Kids: How to Rescue Your Child from the Obesity Threat

Authors: Walt Larimore, MD, and Sherri Flynt, MPH, RD, LD

Publisher: Time Warner Book Group – Center Street Imprint (Now Hachette Book Group USA)

Brief Description: *Supersized Kids* shows how the mushrooming childhood obesity epidemic is destroying children's lives, draining family resources and pushing America dangerously close to a total health care collapse—but also explains, step by step, how parents can work to avert the coming crisis by taking control of the weight challenges facing every member of their family.

Content: For the first time in American history, a new epidemic is killing our kids. In 1960, only 4 percent of American children were considered obese. That number has skyrocketed to 15 percent today and is even double that number in certain ethnic groups. “Staggering” is the word the U.S. Surgeon General uses to describe the potential health care costs of childhood obesity. “We are seeing Generation Y growing into Generation XL,” he declares. The most common health problem facing U.S. children today is being overweight—a condition robbing kids of both their quality and quantity of life.

Medical problems that doctors once saw only in adults aged 50 or older are now striking individuals in their 20s: heart disease, stroke, colorectal cancer, high blood pressure, asthma, joint problems, arthritis. This is the first generation in American history whose life expectancy may actually *decrease*.

Something has to be done, and quickly. Fad diets and self-focused weight loss plans have proven ineffective. “An overweight child cannot be effectively treated in isolation of the family,” insisted one recent study, complaining, “surprisingly few intervention programs include multiple family members.”

Supersized Kids is different. It shows parents how to cure the #1 family health crisis facing them today. It provides a step-by-step, medically sound and eminently *doable* weight-control program designed for the whole family. It also includes practical suggestions for impacting school and community programs. By combining the expertise of a board-certified family physician with that of a respected dietician, *Supersized Kids* will allow any family to escape the plague of obesity and enjoy a long, healthy life together.

SuperFit Family Challenge: Florida Hospital partnered with the Orlando Magic NBA Basketball Team, Universal Studios (theme park), American Heart Association, Publix Grocery Stores, and the YMCA to host a community initiative for the city of Orlando to reduce the risk of childhood obesity called the SuperFit Family Challenge. Orlando Mayor Buddy Dyer declared September childhood obesity awareness month. To date, over 100 families have lost more than 1,500 lbs using the 8-week program in the *SuperSized Kids* book. The SuperFit Family Challenge is now going to corporations, schools, churches and other communities.

Testimony: In the SuperFit Family Challenge, the Cabrera family of four lost a total of 29 pounds and 8 inches around their waists. “This program has had a tremendous influence on our family” says parents Carlos and Aleida. “Our daughters now understand the importance of eating healthy and exercising. In the process it has brought us closer together and has taught us to appreciate the time we spend together.”

What Florida Hospital Can Offer:

- Medical experts on this topic or any medical topic you are doing a story on
- Dramatic interviews of families who have used the SuperFit Family Challenge to become healthy
- Other medical professionals who may disagree with the SuperSized Kids Program approach for losing weight for a conflict article

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