

Healthy Weight Commitment Foundation (HWCF)



Overview	The HWCF is a CEO-led organization that is a coalition of more than 245 retailers, food and beverage manufacturers, restaurants, sporting goods and insurance companies, trade associations and nongovernmental organizations (NGOs), and professional sports organizations.
Primary Goal/ Mission	Reducing obesity, especially child obesity, by 2015
Coalition Corporate Members	
Anytime Fitness, BioVittoria, Brookshire Grocery Company, Bumble Bee Foods, LLC, Campbell Soup Company, Con Agra Foods, Darden Restaurants, Inc, Festival Foods (Minnesota), Food City, Food Marketing Institute, General Mills, Inc., George Forman, Gladson, Gonzalez Northgate Market, Grocery Manufacturers Association, H&H Products Company, Harris Teeter, Hillshire Brands, Hy-Vee, Inc., IGA, Inc., Jax Markets, Kellogg Company, Kraft Foods, Inc., Mars, Inc., Martin's Super Markets, McCain, McCormick & Company, Inc., Nestlé USA, PepsiCo, Inc., Ralston Foods/Post Foods, LLC, Redner's Markets, Inc., Schnuck Markets, Inc., Shop Rite, Inc., Tate & Lyle, The Coca-Cola Company, The Hershey Company, The J.M. Smucker Company, The Sports Authority, TriWest Healthcare Alliance, Unilever, Wakefern Food Corporation, Wegmans	
<ul style="list-style-type: none"> For a full list of associate members please visit http://www.healthyweightcommit.org/supporters/partners/ 	
Programs/ Campaigns	<ul style="list-style-type: none"> Committed to reducing 1.5 trillion calories in the marketplace by 2015 Together Counts Campaign (http://www.togethercounts.com/) promotes the advantages of family meals and physical activity. The campaign provides participation advice, tools to track progress, and awards and incentives.
Impact	<ul style="list-style-type: none"> Together Counts brand consumer reach 573,000,000 Partnered with the number-one US curriculum provider, Discovery Education Reaching 22,000 PTAs comprising 4.3 million members 2,885,816 total website page views 1,591,795 total unique website visits Facebook Fans: 132,475 Twitter Followers: 10,802 Girl Scout partnership reaches over 1.7 million girls and approximately 700,000 mom volunteers
Reports/ Case Studies	http://www.healthyweightcommit.org/about/reports_and_case_studies/ <ul style="list-style-type: none"> Elementary school case studies focusing on innovative ways to increase student and family physical activity and improve fruit and vegetable consumption Workplace wellness scorecards Annual reports
Social Media Sites	http://blog.togethercounts.com/ https://www.facebook.com/togethercounts https://twitter.com/togethercounts https://plus.google.com/u/0/115811366885803739126/posts http://www.pinterest.com/togethercounts/ http://feeds.feedburner.com/togethercounts/AXDV
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